

Title:	<b>REGIONAL LEADERS (Investment &amp; Trade Development)</b>
Unit:	<b>Investment &amp; Trade Development Unit</b>
Office:	<b>Office of Trade, Investment &amp; Enterprise Support</b>
Responsible to:	<b>Global Leader, Investment &amp; Trade Development</b>

### Overall Purpose of Position

Regional Leaders (Investment and Trade Development) will be responsible for promoting and developing enhanced business relationships between Malta and the region by identifying and extending business development opportunities for companies in the region looking to succeed in the Maltese market and for Maltese companies seeking to grow their business in the region.

### Regions

- United Kingdom
- France
- Italy
- Spain, Portugal & South America
- Germany, Switzerland & Austria
- Scandinavia & Benelux
- Russia & Eastern Europe
- South Africa
- China & Asia
- Canada & the USA
- Australia

### Overview of Main Responsibilities

- Draws up the Business Plan for the region.
- Supports the increase in the level of foreign investment and trade opportunities for Maltese businesses in region and vice-versa.
- Participates as appropriate in the formulation of the strategic orientation of Malta Enterprise.
- Strategically plans and oversees the daily management of the work of investment and trade promotion work in the region.
- Works to achieve growth and performance targets outlined in Malta Enterprise business plan.
- Recommends and implements new strategic initiatives with regards to participation in the region markets.
- Identifies investment and trade opportunities in Malta for companies in region.
- Advises and supports Maltese companies wishing to develop business opportunities in the region markets.
- Proactively identifies companies in region looking to set up or expand operations in Malta or in the EU through Malta and provides tailored guidance on opportunities available and practical advice to help companies succeed in the Maltese or European market place.

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**Closing date for submission of application: 1600 hrs of Wednesday 30<sup>th</sup> December 2009**

- Assists Maltese companies in designing their market entry strategies and, subsequently, to support expansion of their business activities.
- Assists the region entrepreneurs in developing business opportunities in Malta and supports them as they expand their business activities.
- Works with the Economic and Market Research Unit, to undertake research initiatives to identify and develop investment and trade opportunities.
- Works with the Economic and Market Research Unit to prepare and update detailed investment and trade feasibility studies and proposals.
- Develops project proposals for investment and trade initiatives and follows-them through.
- Designs and disseminates investment and promotion literature to the relevant stakeholders.
- Identifies high-profile persons from the region to act as trade ambassadors to Malta.
- Builds and sustains a strong networking relationship with key government and private stakeholders within the region markets as well as locally.
- Builds knowledge and develops contacts within a portfolio of sectors by way of on-line research, company visits, seminars, trade fairs etc.
- Reviews performance of desk region on a monthly basis and identifies issues and recommends initiatives and action as appropriate.
- Monitors the progress and performance of the activities in the region area in relation to investment and trade agreements.
- Coordinates meetings between business parties to facilitate discussions and negotiations.
- Organises and promotes market development forums and trade events in region for Maltese entrepreneurs and in Malta for region entrepreneurs.
- Organises business development forums, conferences and events in region for Maltese entrepreneurs and in Malta for region entrepreneurs.
- Prepares and presents reports and other documentation as necessary.

## Skills

Computer literacy.	High
Written and verbal communication skills.	High
Public speaking skills.	High
Interpersonal and presentation skills.	High
Networking skills.	High
Organisation and planning.	High
Analytical, evaluative and problem-solving abilities.	High
Report writing skills.	High
Ability to set and manage priorities judiciously.	High
Able to multi-task under tight deadlines.	High
Self-motivation and able to work under minimum supervision.	High
Ability to influence, promote and market ideas and products.	High
Cultural sensitivity.	High

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## Knowledge

Tertiary qualification in Diplomatic Studies, Finance, Business Administration, Economics, Trade, Investment or equivalent.	Mandatory
Post graduate level of education.	Mandatory
Native knowledge of the language and culture for the regions mentioned above.	Desirable
High level of proficiency in reading, writing and speaking English	Mandatory
Basic knowledge of economics and finance.	Mandatory
Knowledge of investment and trade opportunities.	Mandatory
Knowledge of investment and trade development practices and methodologies.	Mandatory
Knowledge of applicable laws and regulations as they relate to local and foreign investment and trade.	Mandatory
Knowledge of marketing practices and methodologies.	Mandatory
Knowledge of business-drivers particularly in the context of internationalisation.	Mandatory

## Experience

Minimum 2 years experience in industry or related environment.	Mandatory
Proven track record of dealing with business in an international context.	Mandatory
Knowledge of the relevant region's, history, culture, and economic development.	Desirable