

# FinanceMalta Members Meeting 2022



# AGENDA

01

THE REMIT OF FINANCEMALTA

---

02

A LOOK AT 2021

---

03

OUR STRATEGY FOR 2022

---

04

INTERACTION WITH MEMBERS

---



# THE REMIT OF FINANCEMALTA

01

TO **PROMOTE** MALTA AS AN  
INTERNATIONAL FINANCIAL  
SERVICES CENTRE

02

TO **OFFER** MEMBERS A  
PLATFORM TO NETWORK  
WITH INDUSTRY PEERS

03

TO **SUPPORT AND GIVE**  
**VISIBILITY** TO OUR MEMBERS





# A look at 2021





**Innovation** (social media, rebranding, newsletter, annual conference)

**Value Creation** (podcasts, sectoral brochures, networking events, corporate video, international events)

**Inclusiveness** (international events, podcasts, Banking Committee)

**Internationalisation** (WAIFC, EU roundtables)

**Being Digital** (social media, annual conference, webinars, podcasts, newsletter)

# A LOOK AT 2021

We planned our initiatives to reflect our 2021 strategy based on



# Events

## International Events



6

FINTECH



4

INSURANCE AND RE-INSURANCE



3

FUNDS AND ASSET MANAGEMENT

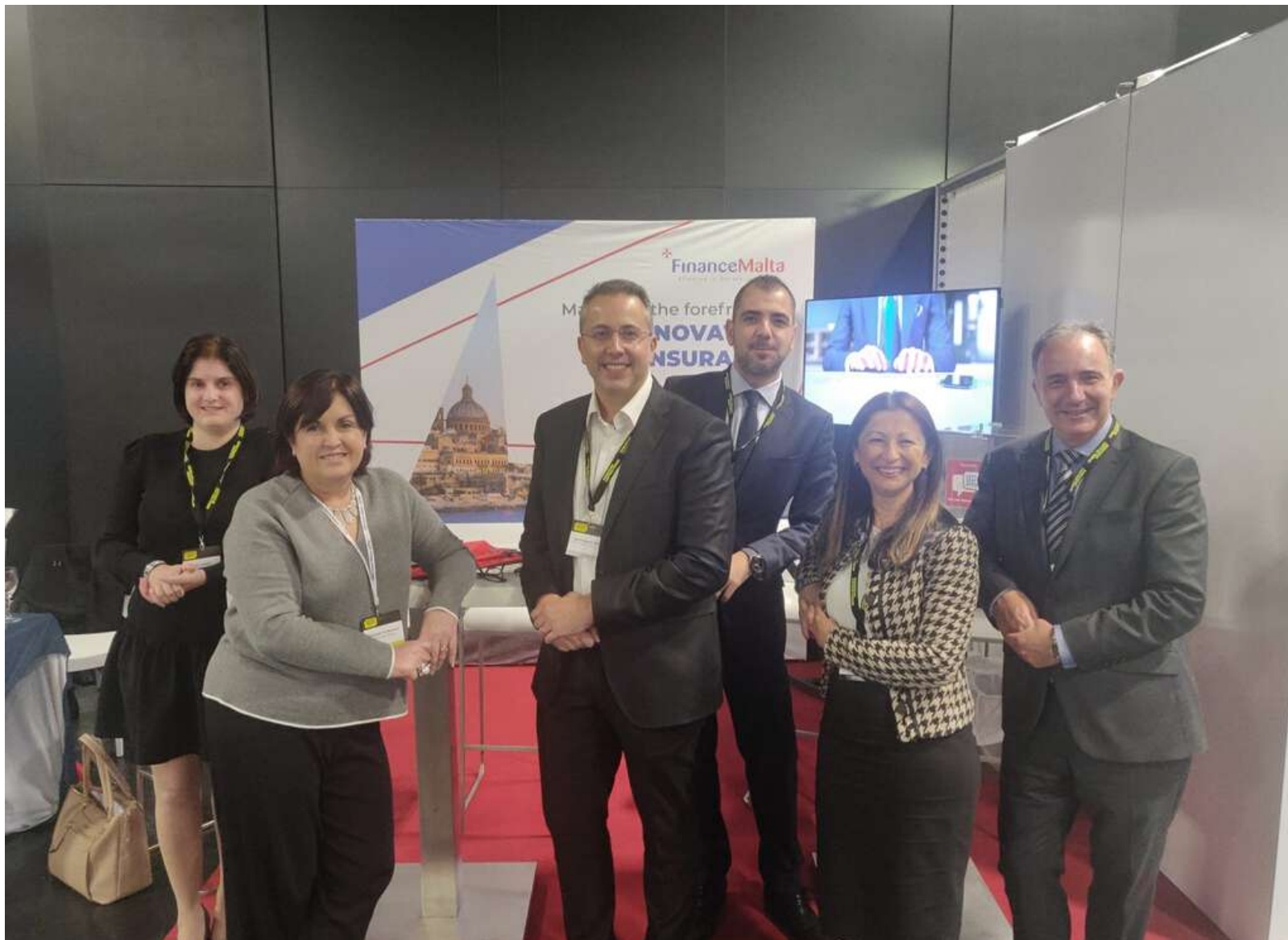


7

WEALTH MANAGEMENT

# Events

## International Events



**SPEAKING POSITIONS ALLOCATED  
TO OUR MEMBERS**

**17**

**DELEGATE PASSES DISTRIBUTED TO  
MEMBERS**

**50+**



# Events

## Local Events

### FinanceMalta 14th Annual Conference

- | Hybrid format
- | Platform to enhance user experience
- | 50 speakers
- | Over 300 registrations
- | Visibility to Sponsors
- | Networking opportunities





# Events

## Local Events

### Networking Events

- | Sector-oriented
- | Free to attend for members
- | Panel with Minister and key contributors
- | Panel slot available for one FinanceMalta member
- | Networking opportunities with the local industry
- | First event dedicated to the Insurance sector
- | Sold out
- | Events for other sectors in 2022





# Marketing

## Digital

- Podcasts
- Webinars
- Website
- Social Media
- Newsletter
- 2021 Corporate Video

## Traditional Channels

- Brand New Sectorial Brochures
- International  
Specialised Publications
- Press Releases



# Marketing

## Digital

### Podcasts

***"The FinTalks – A chat with FinanceMalta is a podcast organised by FinanceMalta to discuss topics related to the financial services industry."***





# Marketing

## Digital

### Podcast Episodes | 24 Episodes

4 Fintech

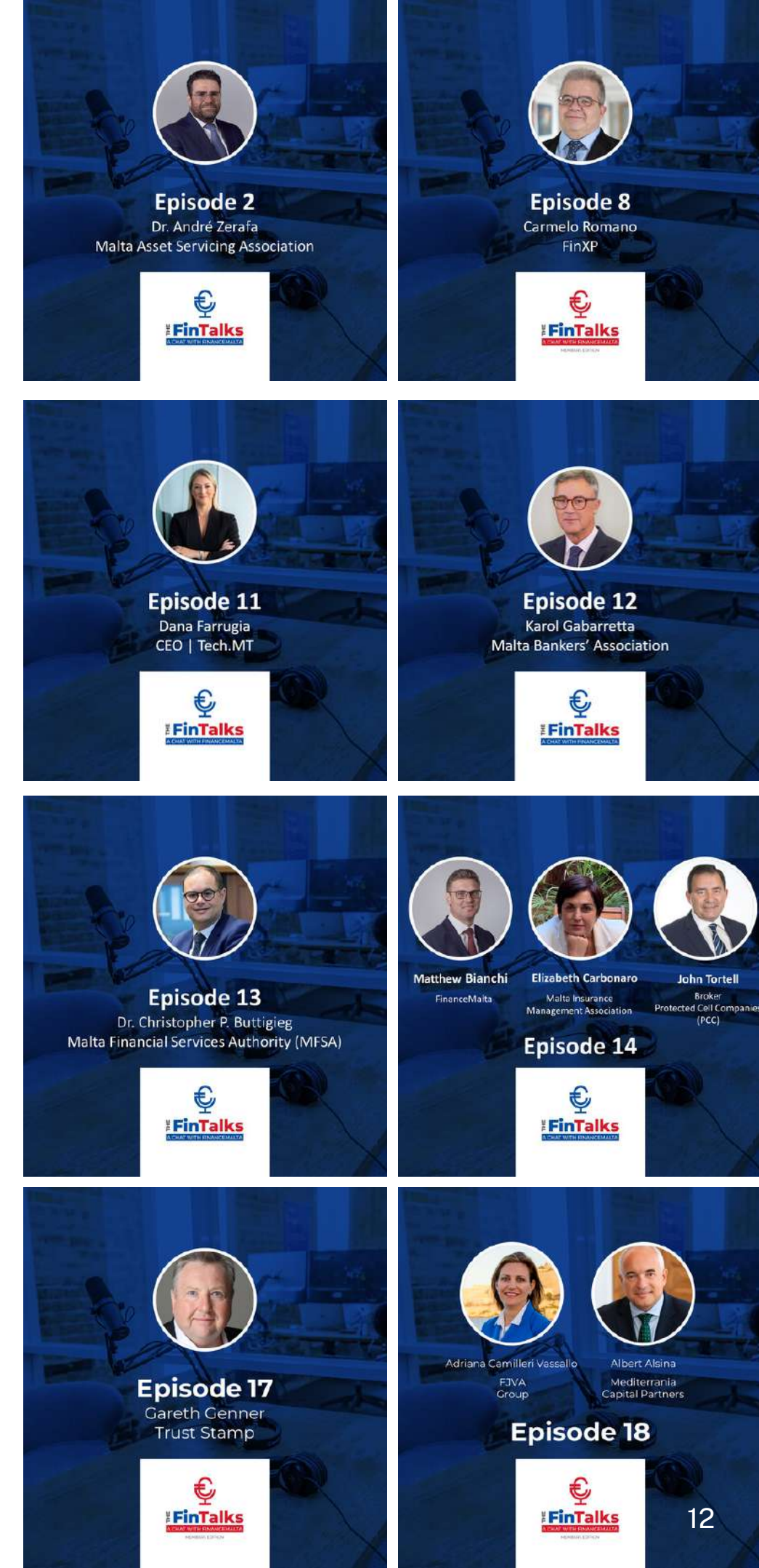
1 Insurance and re-insurance

1 Funds and Asset Management

2 Wealth Management

3 Banking and FIs

13 Others (Capital markets, Talent, Risk Management, Regulation and more)

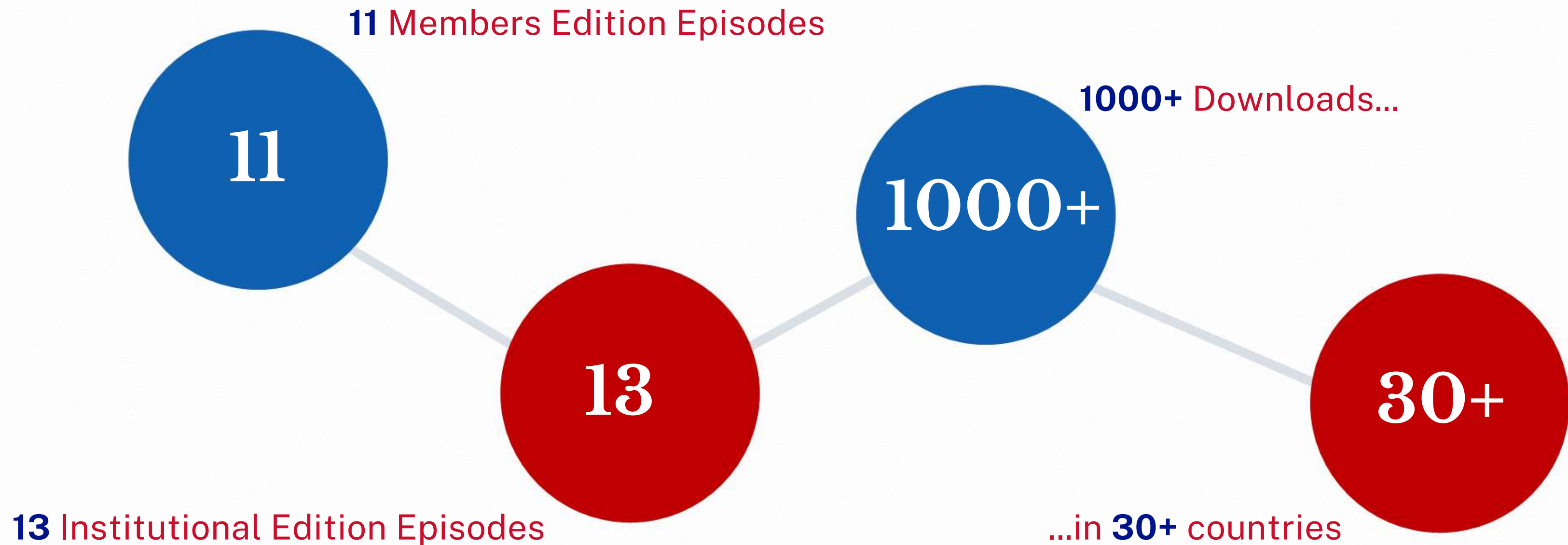




# Marketing

Digital

Podcast





# Marketing

## Digital

### Webinars

| Banking

| Insurance and Re-insurance

| FinTech

| Funds and Asset Management

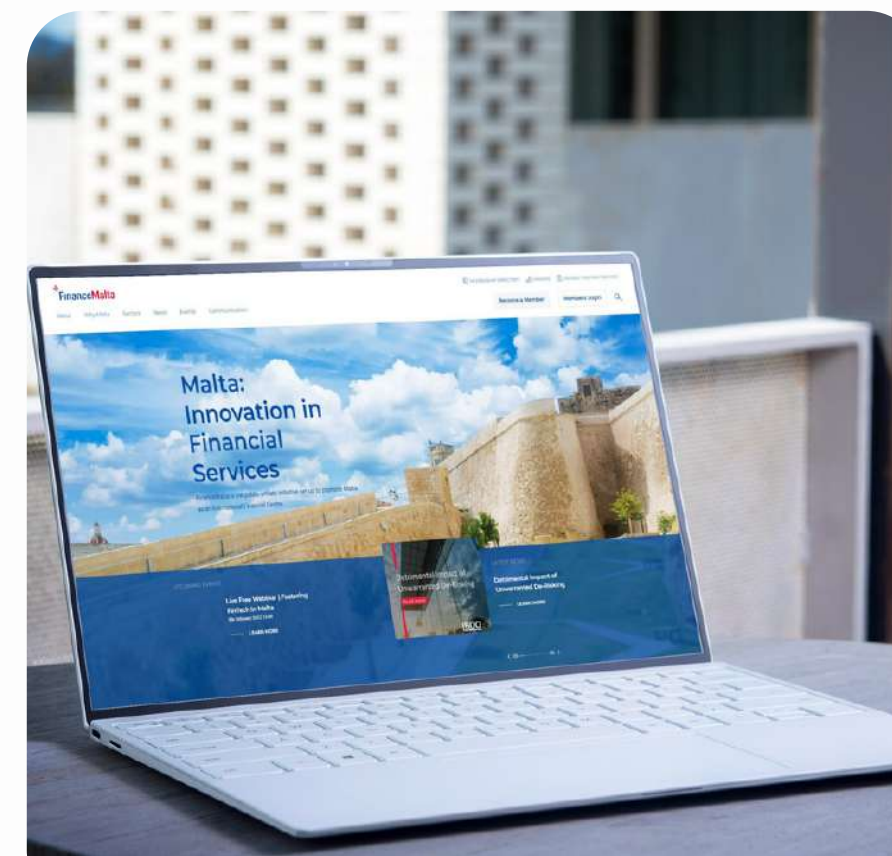
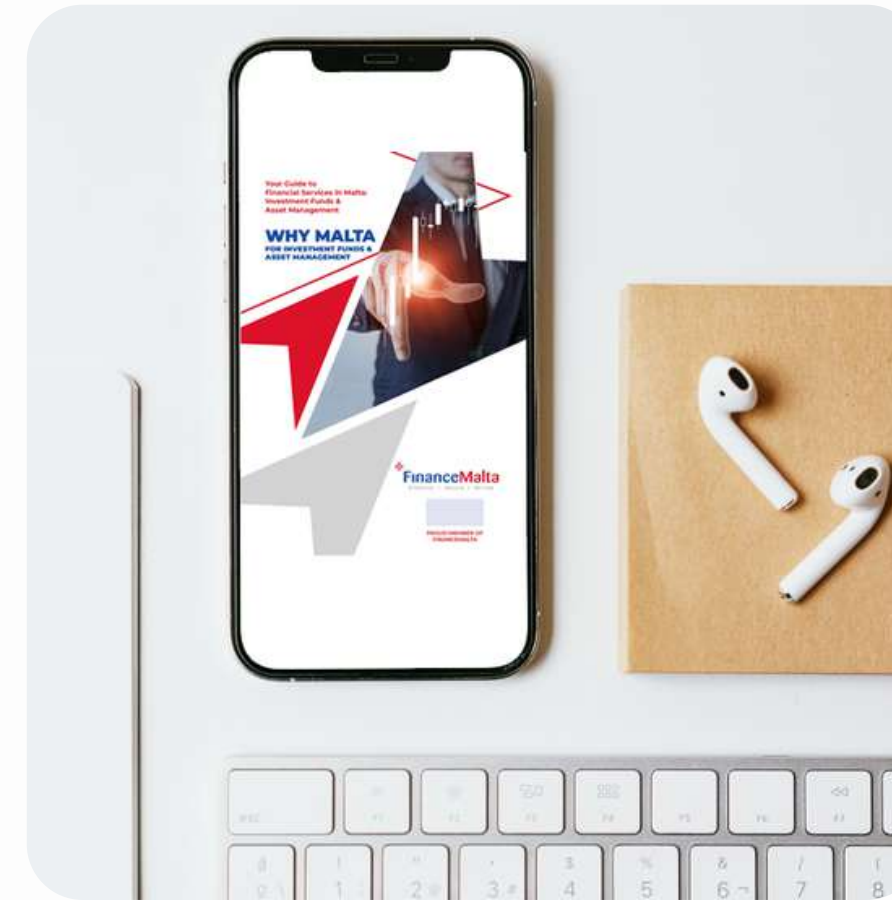




# Digital

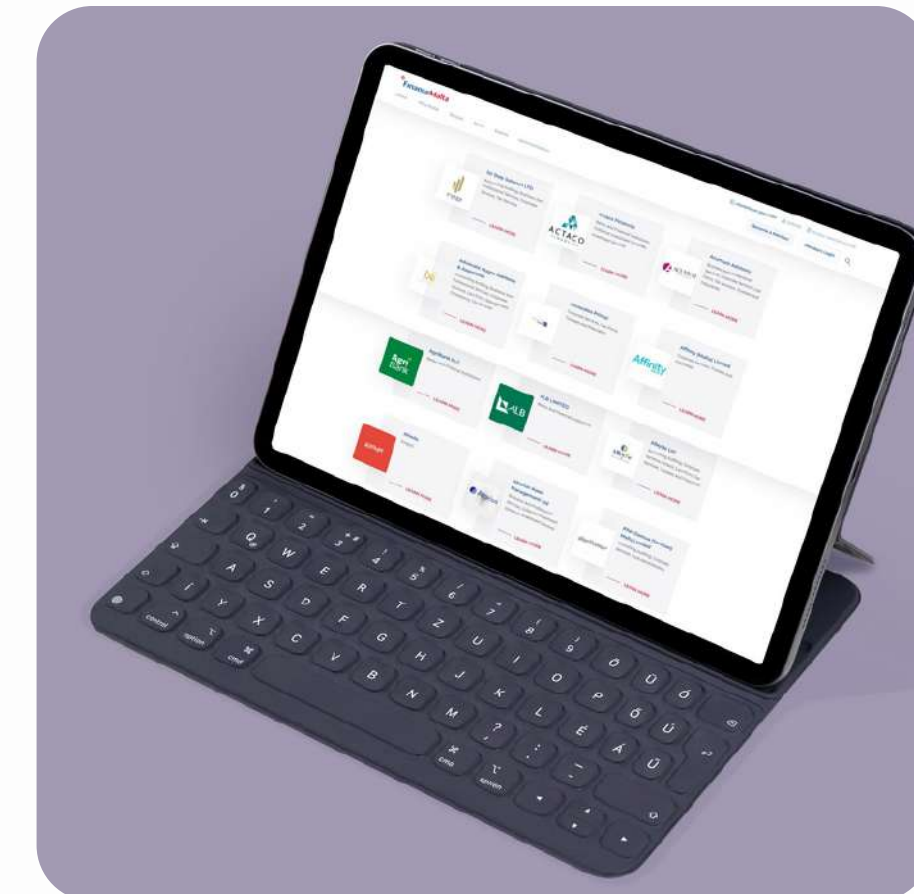
# FinanceMalta Website

- Revamped with fresh artwork
- New sections added (#FinTalks Podcast, PRs)
- Improved Membership Directory and News section
- Optimised visuals and content for SEO purposes (Members Area, Why Malta, Financial Sectors, Downloads)



# Malta: Innovation in Financial Services

FinanceMalta is the public-private initiative set up to promote Malta as an International Financial Centre.





# Marketing

## Digital

### FinanceMalta Website

**2021**

**Page Views: 210,000 +  
New Users: 90,000**

**VS**

**2020**

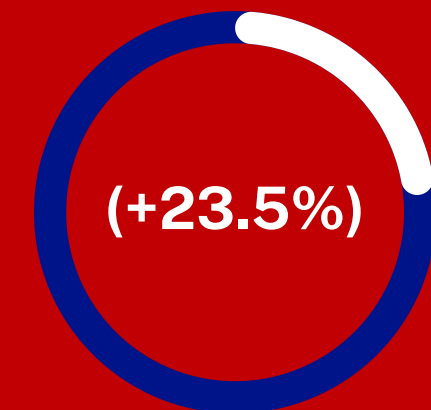
**Page Views: 170,000 +  
New Users: 75,000**

### Top visitors by country

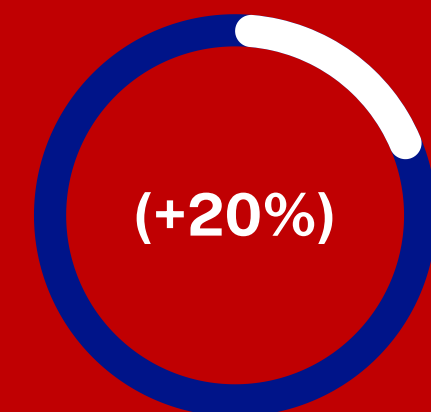


**U.S.A, U.A.E, U.K, Ireland**

### 2021 vs 2020 Page Views



### New Users





# Marketing

## Digital

### Social Media

Core area of our marketing strategy

Platforms:     

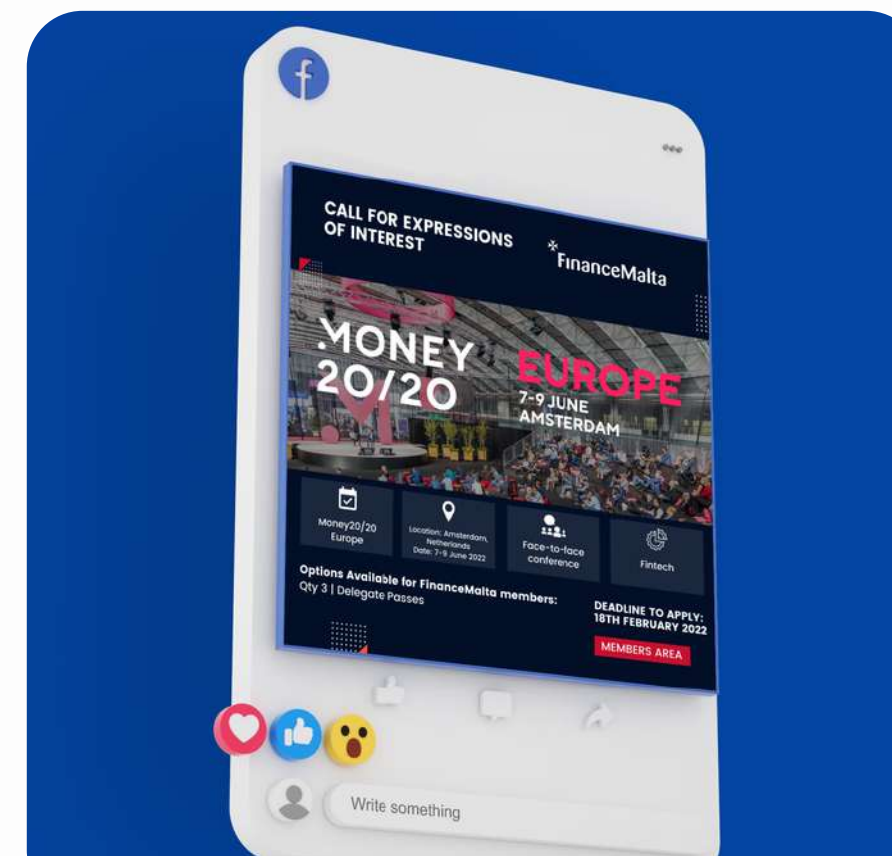
Focusing on quality content

Targeted Ads (Promote local events and initiatives abroad)

In-house content creation

Posting content 5 times/week and occasionally on weekends

Giving more visibility to our members



# Marketing

## Digital

### Social Media

#### Reach


 | **230k** (+20% over 2020)


 | **238k** (+89% over 2020)


 | **189k** (+5% over 2020)

 | **20k** (+250% over 2020)

#### Followers

 | **6,800** (+8.5% over 2020)

 | **5,000** (+6.4% over 2020)

 | **3,200** (+6.6% over 2020)

 | **570** (+30.4% over 2020)



Stories 2021  
7,000+ views



Q2- Q4 Generated  
5,000 + Searches



Q2- Q4 Profile  
7,300 + views



# Marketing

## Digital

### Newsletter

| Issued every quarter

| Interviews with Industry leaders

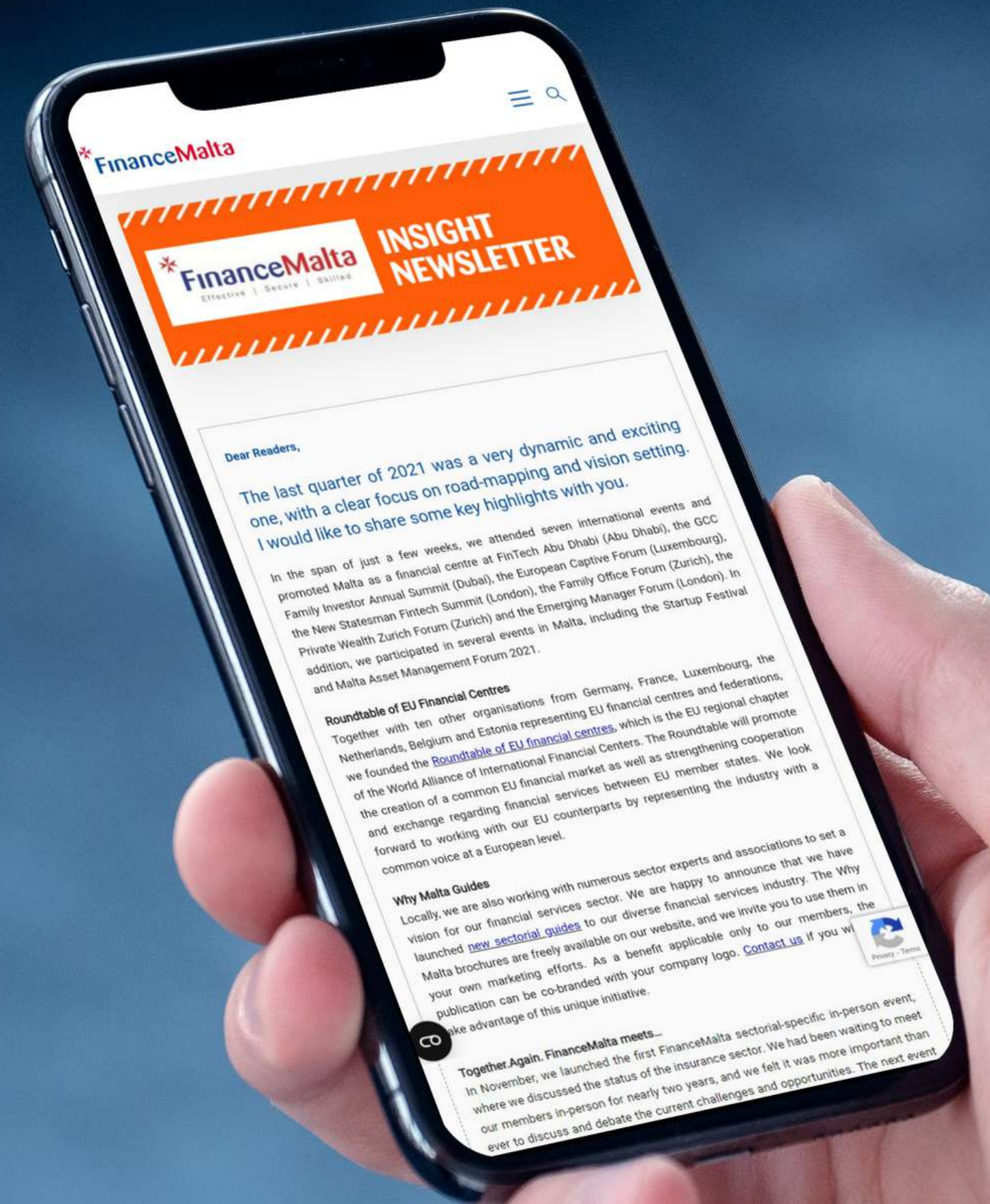
| Sectoral focus

| Member spotlight

| Thought leadership

| Summary of FM activities

| Promoted through email / social media



# Marketing

## Digital

### 2021 Corporate Video

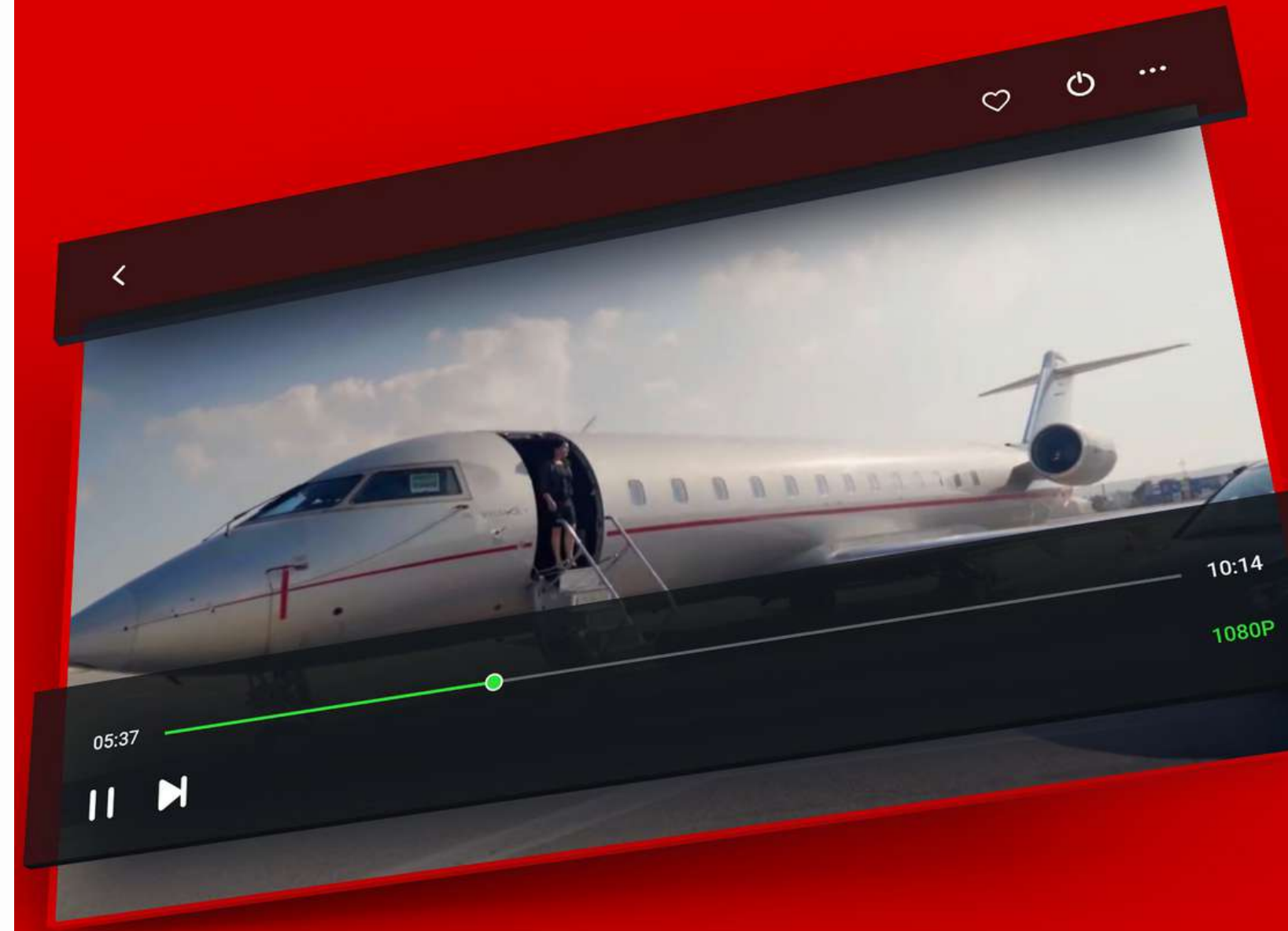
- | 5 minutes video positioning Malta as an international financial centre
- | Made by FinanceMalta
- | Can be used in virtual and face-to-face events
- | Available to our members



Reach: 38k+  
Facebook Stats



ThruPlays: 8k+  
Facebook Stats





# Marketing

## Traditional Channels

### Brand New Sectorial Brochures

- 4 pagers

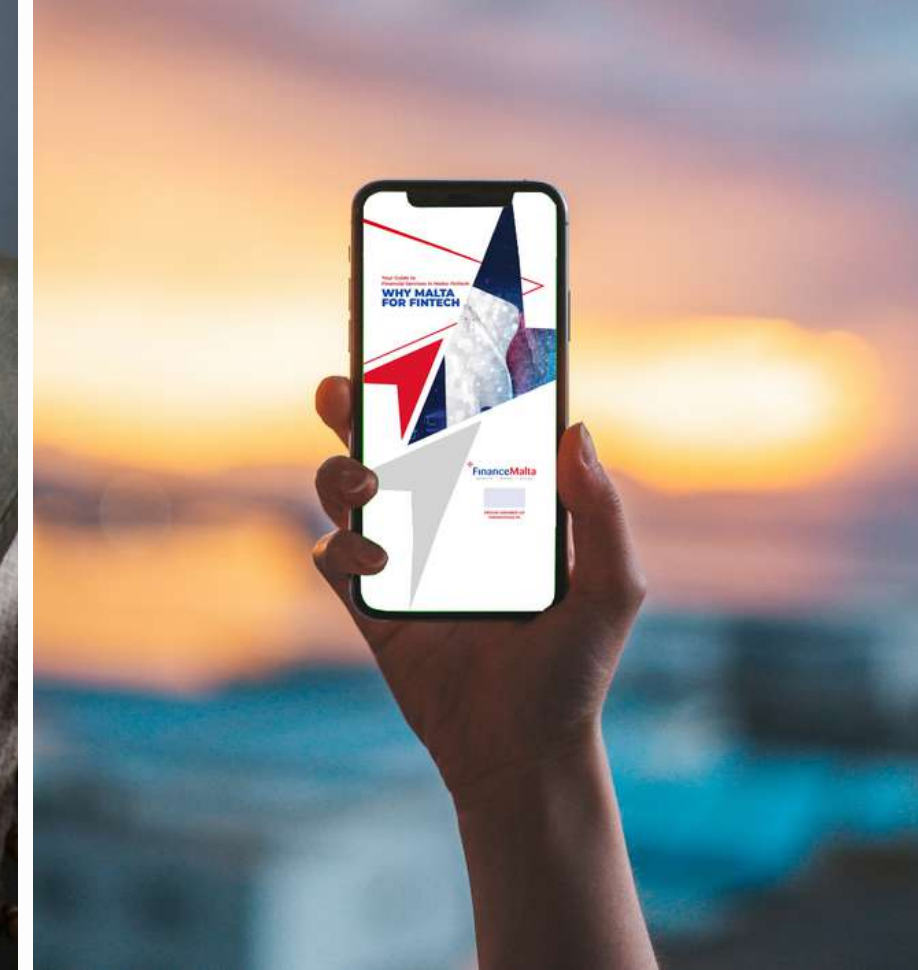
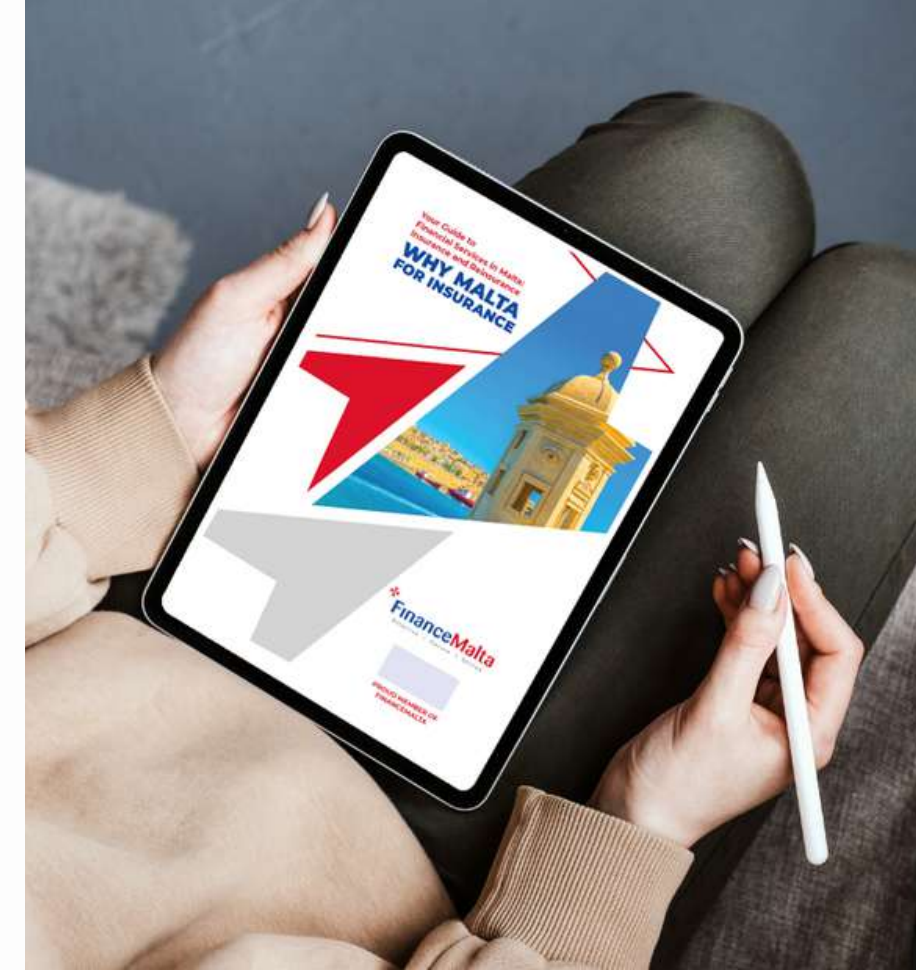
- Can be disseminated digitally or printed

- 5 Brochures** covering FinTech, Insurance, Funds and Asset Management, Private Wealth, Credit and Financial Institutions

- Overview of the Maltese economy

- Sectorial focus highlighting advantages offered by Malta

- Possibility for members to co-brand the brochures at no cost





# Marketing

## Traditional Channels

### International Specialised Publications

- | Reaching a specific audience of professionals
- | International visibility
- | Exposure for our members
- | Sectorial focus





# Marketing

## Traditional Channels

### Press Releases

Visibility locally

Reaching different audience

Informing the local community about our initiatives

FM featured in 59 local media articles in 2021

### Business

## FinanceMalta resumes participation in face-to-face international events in Europe and Middle East

FinanceMalta has resumed its programme of participation in face-to-face international events, following a period during which, inevitably, the entity only took part in events online due to the pandemic.

In the last quarter of 2021, FinanceMalta and its members will be participating and having speakers in nine industry and networking events in Europe and the Middle East with the aim of promoting Malta as an international financial centre. During the first weeks of November alone, FinanceMalta already took part in four high-profile in-person international events covering Fintech, Wealth Management and Insurance.

On 2 and 3 November, FinanceMalta participated in the New Statesman Fintech Summit, held in London, as official panel



gether in-person for the first time in many months. Running across three content streams, the agenda was packed with case studies, practical insights and actionable deliverables - covering the biggest industry themes and topics.

On the same days, FinanceMalta participated in the Family Office Forum, held in Zurich, with over 100 Swiss-based and international family offices and ultra-high-net worth individuals.

"Following a period of time during which we could only participate in events virtually, we are glad to finally be able to provide our esteemed members with the opportunity to participate and network in prestigious international events, which is at the heart of what FinanceMalta does. These activities are crucial to enable us to

### Business

## Emerging Stronger – The theme of the 14th Annual Conference of FinanceMalta

"Malta's Financial Services Industry: Emerging Stronger" is the theme of the 14th edition of FinanceMalta's Annual Conference.

The title reflects the need and eagerness of the Maltese Financial Services Industry to come forth following the changes and developments that took place globally and locally over the past 18 months.

The line-up of speakers and panellists includes C-level executives from Malta and abroad, European Union policymakers, government representatives, officials of global standard-setting organisations, renowned aca-

nect virtually via Evowk, a new platform for virtual events, offering a unique user experience and highly interactive networking tools.

Rudolph Psaila, Chairman of FinanceMalta, said: "We are not out of the woods yet in terms of the pandemic, but we are all witnessing a gradual return to normality. These past months have been truly eventful for the local financial services indus-



The importance of good judgement and governance, the role of FinTech and RegTech in accelerating transformation, private wealth and family offices, as well as the future of financial regulation and supervision will be discussed on the first day. The second morning of the conference

ployment aspect and what the sector is doing to attract top talent.

The event will feature top speakers, including Prof. Sir Andrew Likierman from the London Business School, Executive Chairman of Z/Yen - Professor Michael Mainelli, and the commentator on EU Financial Regulation - Graham Bishop, amongst others. In addition to international guests, and in line with the history of the FinanceMalta Annual Conference, the local regulators, industry players and experts will also contribute to the event.

### Business

## FinanceMalta promotes Malta during the UK FinTech Week

FinanceMalta participated in the UK FinTech Week, one of the world's leading events in the financial services industry. The Maltese public-private entity, tasked to promote Malta as an International Financial Centre, hosted one of the break-out sessions of the event.

Themed Innovative, agile and resilient - The qualities for a successful fintech hub, the break-out session was moderated by Maltese



Malta Digital Innovation Technology Strategy, it is within Tech.mt's obligation and responsibility to promote innovative and secure digital finance. Covid-19 has truly triggered a response by FinTech firms to implement changes to their products and services. Whether it is the launching of a new product or service enhancing cyber security features, the innovative capacity and in-



# Building Bridges

## Locally

- | With other entities
- | With local stakeholders

## Internationally

- | World Alliance of International Financial Centres
- | EU Roundtable of Financial Services Centres
- | Ambassadors and Diplomatic Corps





# OUR STRATEGY FOR 2022

## Objectives

Embarking on new initiatives

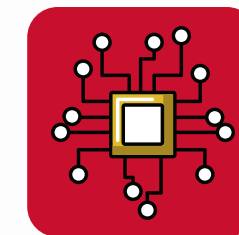
Building on what we started in 2021



**Value Creation**



**Internationalisation**



**Being Digital**



**Inclusiveness**



**Innovation**



# Reaching Out

**Meeting Members** from all sectors in the coming weeks  
in order to:



**DISCUSS**  
**2022 BUSINESS**  
**DEVELOPMENT INITIATIVES**



**GATHERING IDEAS**  
**ON PROMOTIONAL ACTIONS**  
**RELATED TO FATF SITUATION**



# STRATEGY IMPLEMENTATION



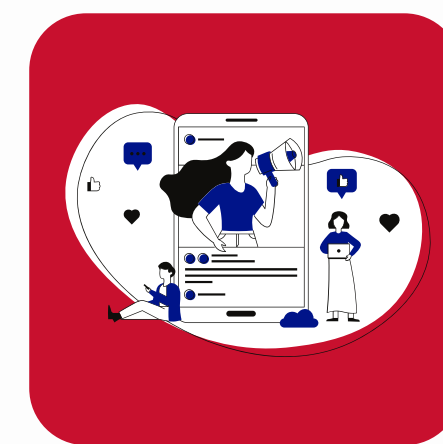
Events



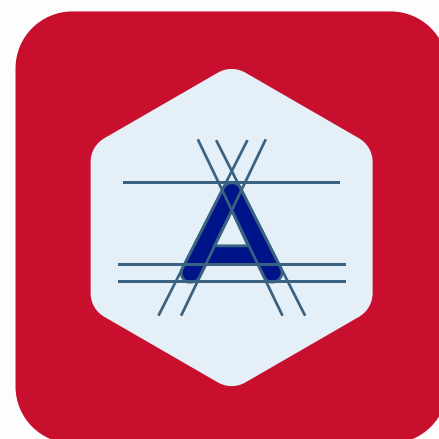
#FinTalks Podcasts



Webinars



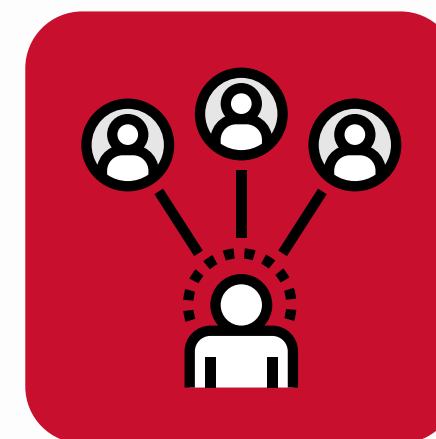
Marketing



Rebranding



Value for our  
members



Developing and  
maintaining relations

# Events

## International Events

- | Increase number of events
- | Quality and quantity
- | Major events
- | Partnering with other entities
- | Covering all sectors
- | Speaking opportunities
- | Delegate passes





# Events

## Local Events

### | Local Events

| High-quality content

| Networking opportunities

| Sector-oriented

| Involving key institutions

| Involving members

| 15th Anniversary of FinanceMalta





# Marketing

## Digital

### #FinTalks - A chat with FinanceMalta

#### Objectives

- Increase the quantity of FinTalks podcasts
- Maintain the “Institutional” and “Members” editions
- Update members on industry developments





# Marketing

## Digital

### #FinTalks - A chat with FinanceMalta

#### Benefits

- Offering visibility to our members

- Video shared on FinanceMalta's YouTube page & on our website's #FinTalks dedicated page

- Uploaded on the main Podcast Platforms

- Free of charge for FinanceMalta members





# Marketing

## Digital

### Webinars

- | Bespoke events in cooperation with international media houses:

- | a) Targeting specific markets

- | b) Targeting specific sectors

- | Events in cooperation with international players

- | Activities in cooperation with Maltese partners (both our members and institutions/entities)



**WEBINAR**

**TEACHING**

**TRAINING**

**WORKSHOP**



# Marketing

## Digital

### Webinars in conjunction with members



**Marketing**

FinanceMalta will take care of the event **marketing**



**Platform**

FinanceMalta will provide the **platform**



**Moderator**

Moderator to be **recruited** by FinanceMalta



**Free**

**Free** of charge



# Marketing Digital

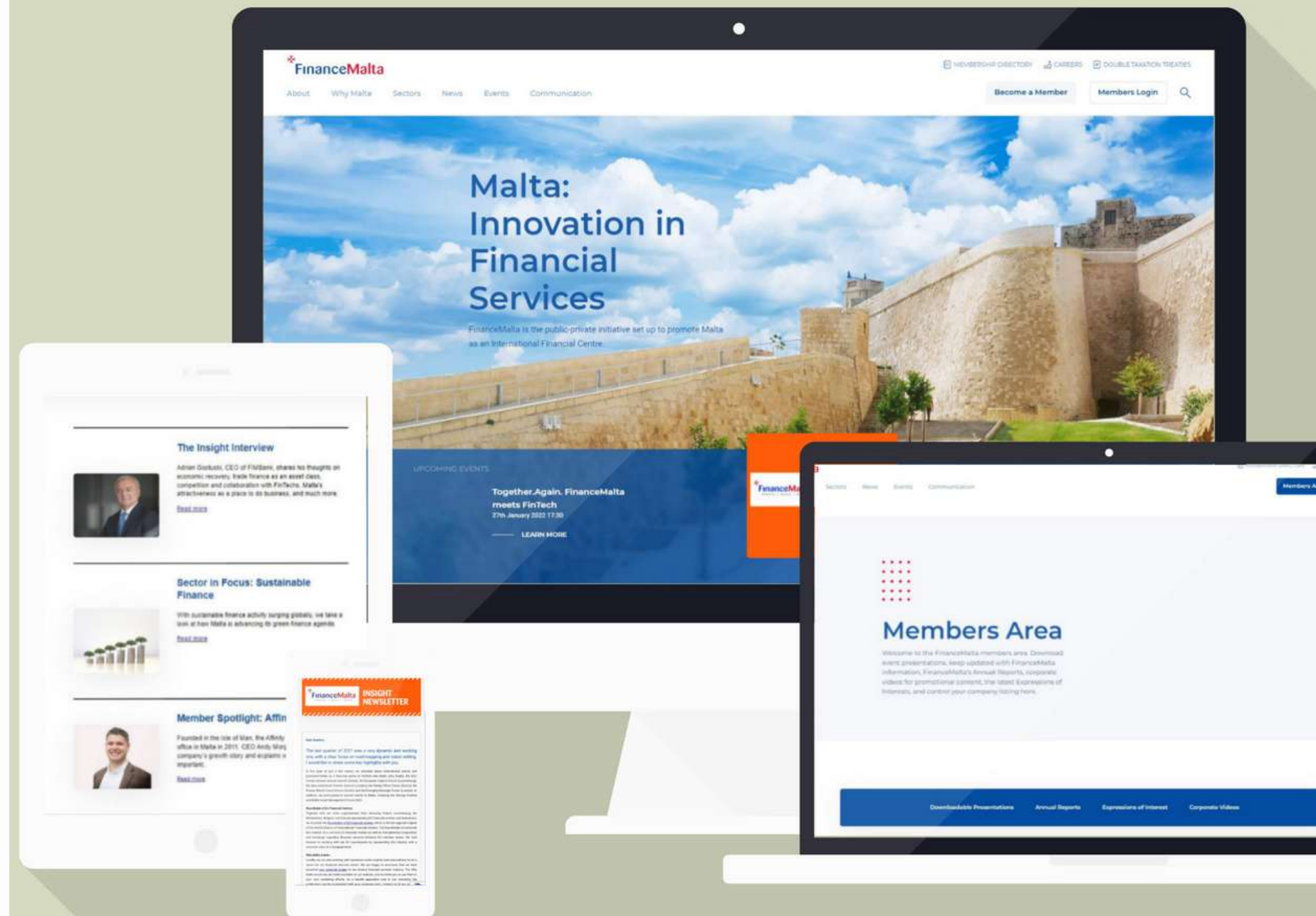
## Website & Newsletter

Building on the 2021 strategy

SEO optimisation

More variety of content

New sections in our newsletter





# Marketing

## Digital

### Social Media

- | Continue focusing on the 5 main Social Media
- | Increased use of video content
- | Continue giving visibility to members (joint posts and tags)
- | Raise our profile internationally by focusing on paid advertising
- | Thought leadership posts
- | Promotion of all FinanceMalta activities





# Marketing

## Traditional Channels

- | Local and foreign publications

- | Local and foreign press

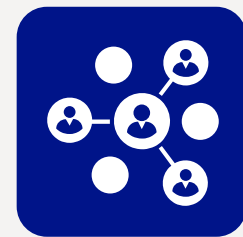
- | Sectorial Brochures

- | Targeting specific sectors and/or markets

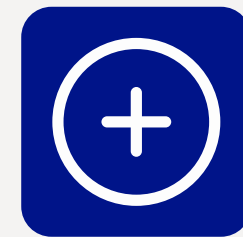




# Developing & Maintaining Relations



**REINFORCING AND  
CONSOLIDATING EXISTING  
RELATIONS**



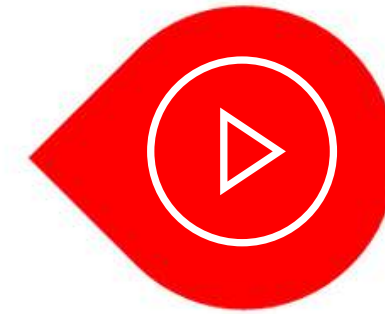
**CREATING NEW ONES**



# Rebranding

In an increasingly digital world, the **FinanceMalta branding** needs to be refreshed in order to:

- Be in line with current graphic usage and developments
- Reflect better the country's proposition and positioning
- Be more appealing to the different audiences it addresses, particularly on digital platforms



The process started in **2021**



Almost **60** companies expressed their interest



**23** Companies sent proposals



**8** interviewed companies



**2** shortlisted companies



# Providing Value to our members

One of our main objectives

Visibility opportunities

Members are fundamental because they provide knowledge and expertise to promote the jurisdiction

Several initiatives in place

We are open to proposals from members

Individual meetings with members





# Questions and Ideas from members







Thank you!



# Our Team



**IVAN GRECH**

*Chief Operations Officer*

*E: [ivan.grech@financemalta.org](mailto:ivan.grech@financemalta.org)*



**DR. BERNICE BUTTIGIEG**

*Head - Technical & Legal*

*E: [bernice.buttigieg@financemalta.org](mailto:bernice.buttigieg@financemalta.org)*



**ANDREA NURCHI**

*Senior Manager - Business  
Development*

*E: [andrea.nurchi@financemalta.org](mailto:andrea.nurchi@financemalta.org)*



**KARL SAVIOUR ATTARD**

*Digital Marketing Executive*

*E: [karl.attard@financemalta.org](mailto:karl.attard@financemalta.org)*



**SANDRA RUSSO**

*Executive Assistant to the COO &  
Administrative Coordinator*

*E: [sandra.russo@financemalta.org](mailto:sandra.russo@financemalta.org)*