

# FinanceMalta

## Catching up with Members

11 MARCH 2021

# Agenda

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ABOUT FINANCEMALTA

02

A LOOK AT 2020

03

OUR PLANS FOR 2021

04

Q/A

# About FinanceMalta

**Set up in 2007** as a Public-Private Partnership with the legal status of a **Foundation**.

Established as a **not-for-profit, member-based entity**.

Led by a **Board of Governors** composed of 4 members from the private sector (appointed by the founding institutions) and 4 members appointed by the Government. One other person sits on the Board as Youth Representative.

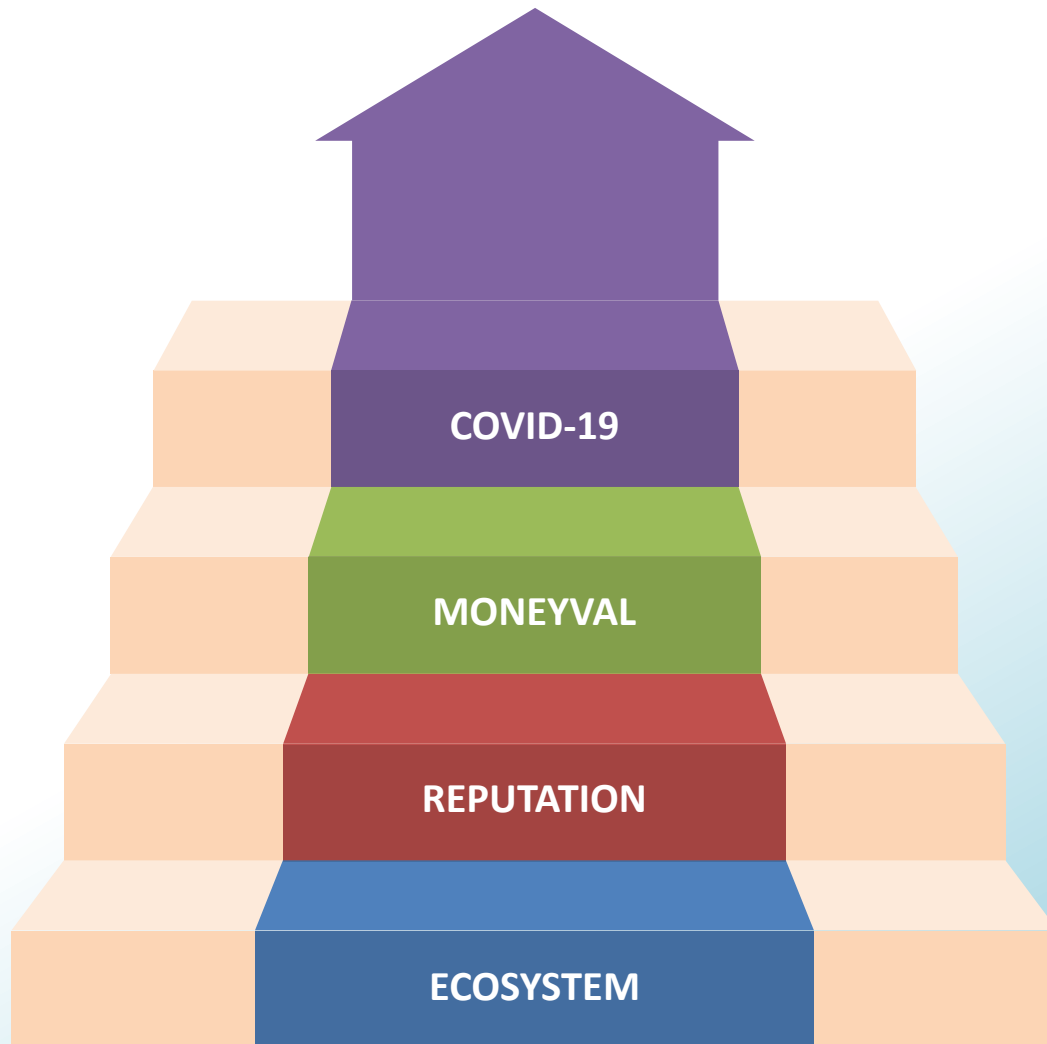
**Five Founding members:** 4 from the private sector (MASA / MBA / IFSP / MIA-AIB-MIMA) plus the Government of Malta.

Main objectives:

- To **promote Malta as an international financial services centre**
- To **create business and networking opportunities**
- To coordinate with relevant industry players the **overall promotion of the jurisdiction**

In 2020, we moved to our **new premises in Zejtun**

# A look at 2020: an Unprecedented Year



Unprecedented events completely changed the way FinanceMalta used to operate

The industry was challenged by the need of addressing, and adapting to, the recommendations included in the findings of the MONEYVAL 5<sup>th</sup> Round Mutual Evaluation Report

Reputation is crucial for our industry and all stakeholders need to do their part to protect it.

Appointment of a new Prime Minister and Cabinet in January 2020 and a new FinanceMalta Board of Governors.

# About FinanceMalta: Strategic Pillars

INNOVATION

VALUE CREATION

INCLUSIVENESS

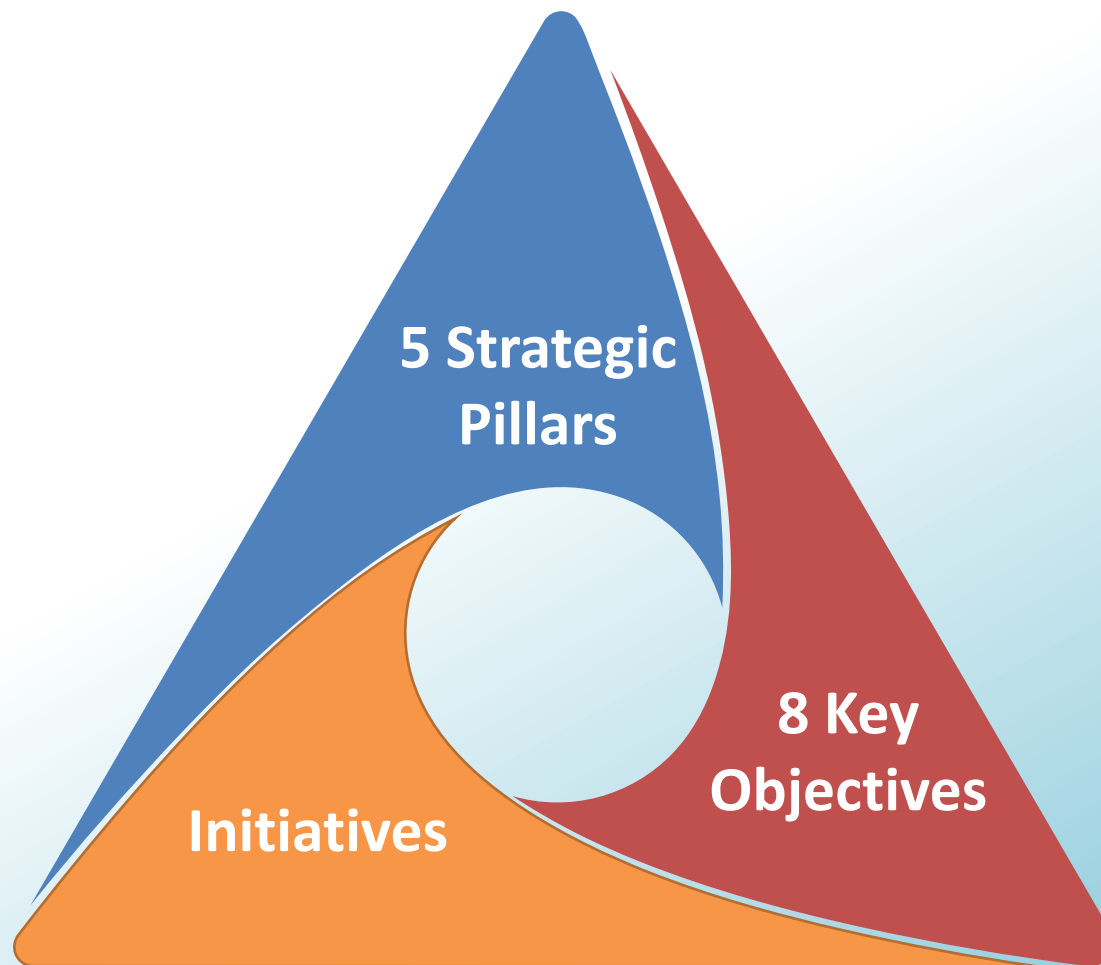
INTERNATIONALISATION

BEING DIGITAL

# A look at 2020



# 2021 Strategy



# 2021 Strategy: Key Objectives

**1.** To assist stakeholders in **enhancing Malta's reputation internationally**

**2.** To continue effectively **promoting Malta as an international financial services centre**

**3.** To work with authorities in **seeking opportunities on emerging and innovative sectors** (Sustainable Finance, Fintech and the Digital Economy)

**4.** To assist in **addressing specific issues faced by our members as well as providing training and thought leadership on technical matters**

**5.** To **increase FinanceMalta's collaboration in the international financial services arena** and work with other major stakeholders

**6.** To **provide value-added and exposure opportunities to FinanceMalta members** and affiliated associations

**7.** To **increase the membership base of the Foundation**

**8.** To **attract more students to enter the financial services sector**



# Initiatives 2021

**1. Events**

**2. Webinars**

**3. Annual Conference**

**4. Podcasts / Videopodcasts**

**5. Social Media**

**6. Website**

**7. Branding**

**8. Internationalization**

**9. Developing Relationships**

**10. Printed Media**

# Overall Strategy

	Reputation	Promotion	Emerging sectors	Industry challenges	International cooperation	Add value to members	Increase membership	Attract students
Events	✓	✓	✓	✓	✓	✓		
Webinars	✓	✓	✓	✓		✓	✓	✓
Annual Conference	✓	✓	✓	✓		✓	✓	✓
Podcasts & Video-podcasts	✓	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓		✓	✓	✓
Website & Membership	✓	✓		✓	✓	✓	✓	
Branding	✓	✓					✓	✓
Internationalisation	✓	✓	✓	✓	✓	✓	✓	✓
Developing Relationships	✓	✓	✓	✓	✓	✓		
Printed Media	✓	✓	✓	✓	✓			

# Events

## Covering all sectors

Funds and Asset Management  
Fintech  
Insurance and Re-insurance  
Private Wealth  
Banking and Financial Institutions

## Virtual and Face-to-face formats (if possible)

## Quality over quantity, with a targeted approach

## Transparent selection procedures

#ValueCreation  
#Inclusiveness  
#Internationalisation  
#BeingDigital

### Stay updated with our initiatives

FinanceMalta 

FinanceMalta 

@FinanceMalta 

@FinanceMalta 

# Representing FinanceMalta in Events



- 1

## ● READ THE CALL FOR EXPRESSIONS OF INTEREST

Sent by email to all FinanceMalta members, shared on our social media channels and available in the Members Area of the FinanceMalta website

- 2

## ● SUBMIT YOUR APPLICATION

Don't forget to indicate the name and designation of the applicant/s, and why he/she is perfect for the role!

- 3

## ● DEFINE THE DETAILS WITH US

We will assist you in liaising with the organizers and ensuring the maximum visibility

- 4

## ● GET YOUR FINANCEMALTA HAT READY!

Finetune your presentation and bring the voice of FinanceMalta to all participants

# Webinars

## FinanceMalta webinars

### Joint webinars with

- FinanceMalta members
- Entities and Authorities
- International media houses



Reach targeted audience



Wide range of topics



Opportunity for members to be involved and to enhance their exposure

### Stay updated with our initiatives

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# Your Webinar with FinanceMalta

## SUBMIT YOUR PROPOSAL

Indicate topic,  
objectives, target  
audience and  
proposed speakers

## PROMOTION

We help you to reach  
the right target  
audience



## CHECK THE GUIDELINES

Available in the  
Members Area of  
FinanceMalta website



## LET'S DISCUSS IT

How can FinanceMalta  
help you maximise  
your objectives?



## SHOW TIME!

Let's go live and  
showcase Malta as an  
International Financial  
Centre!

# Annual Conference 2021



**MAIN ACTIVITY OF THE YEAR**



**JULY 2021**



**HYBRID EVENT**



**INTERNATIONAL SPEAKERS  
INTERNATIONAL DELEGATES**



**FOCUS ON KEY CHALLENGES**



**HIGH QUALITY CONTENT  
SPONSORSHIP OPPORTUNITIES  
REDUCED PRICE FOR MEMBERS**

# Podcasts / Video-Podcasts

1

## ORGANIZED BY FINANCEMALTA

- 15 / 20 minutes duration
- Featuring entities, authorities and experts

2

## PROPOSED BY MEMBERS SUPPORTED BY FINANCEMALTA

- Proposed by members
- International audience
- Topic in agreement with FM
- Interviewer provided by FM
- Marketing of the event

3

## IN CONJUNCTION WITH INTERNATIONAL MEDIA HOUSES

- Format: informal interview
- International audience
- Branded FinanceMalta
- Sponsored by members
- Wide range of topics



# How to feature in a FinanceMalta Video-Podcast

## CHECK THE GUIDELINES

Available in the Members Area of FinanceMalta website

## SUBMIT YOUR PROPOSAL

Indicate topic, objectives and proposed speakers

## LET'S DISCUSS IT

Finetune the structure of the video-podcast with the presented

## READY TO RECORD?

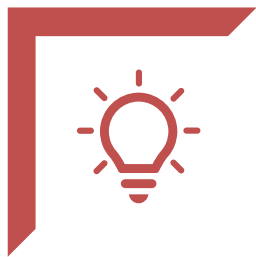
The final product will be both audio and video, to maximise reach. And you will get a copy of the final version!

# Social Media – a new strategy



## IN-HOUSE CONTENT CREATION

FinanceMalta creates its own content and does not rely on third party posts



## DIVERSIFICATION OF CONTENT

Covering all financial sectors as well as more generic content (CSR, international days)



## INCREASED PRESENCE

Increased social media activity to reflect all initiatives in which FinanceMalta is involved (average 3 posts / week)



## COMMUNICATIONS TO MEMBERS & THE INDUSTRY

Reaching out in an inclusive and direct manner proves to be a very effective tool .



## INTERNATIONAL PROMOTION

Investors regularly use social media pages to gather information on the jurisdiction

### Stay updated with our initiatives

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@FinanceMalta 

# 4 Social Media Platforms



## LinkedIn

- Over 6,400 followers
- Main social media channel
- Professionals
- Institutional
- +40% followers in 2020



## Facebook

- 4,850 followers
- Used extensively in Malta
- Engaging with followers
- Both professionals and general public



## Twitter

- Over 3,000 followers
- Targeting primarily overseas audience
- Mainly focused on information dissemination



## Instagram

- Resumed activities in August 2020
- 433 followers
- Aimed at reaching the young generation
- Provides a modern image

# Take advantage of our Social Media!



## FOLLOW US

Stay updated on our initiatives and don't miss any cooperation opportunity. **We are also on Instagram!**



## TAG FINANCEMALTA, WE WILL SHARE YOUR CONTENT

Add to your posts that you are a @FinanceMalta member – we will share your content! This will promote your own initiative and further increase your reach!



## SHARE OUR POSTS

Take advantage of our posts and share them with your followers. Help us promote the jurisdiction!



## MAXIMISE YOUR REACH AND HELP US GROW

FinanceMalta allows you to reach over 15,000 followers over 4 social media platforms. Do not miss this opportunity!

#ValueCreation  
#Inclusiveness  
#Internationalisation  
#BeingDigital

# A brand new Website



## NEW WEBSITE

A useful and informative go-to platform on the financial services industry in Malta. User-friendly and easy to browse.

## OUR WEBSITE IS ALSO YOURS!

Post articles, press release, job vacancies and any event or initiatives you organize. The more people see your events, the more successful it will be!

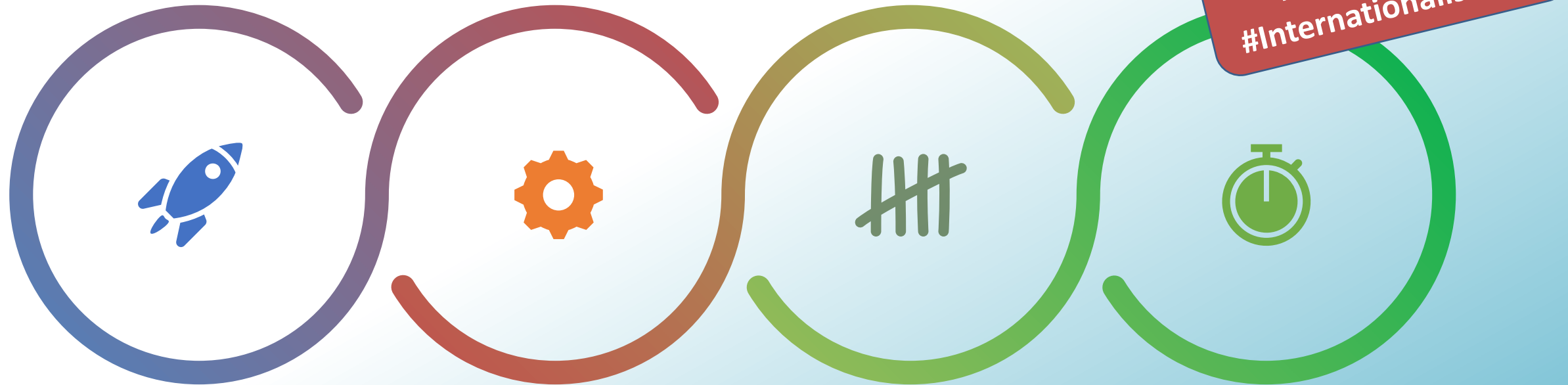
## ENHANCED MEMBERS' AREA

All communications from FinanceMalta to its members will be in this section. And now you can also edit your profile directly.

## ADVERTISING OPPORTUNITIES

Our website also offers banner spaces to promote your company and your initiatives.

# New Membership Structure



## LAUNCHED IN SPRING 2020

Launched together with  
the new website.

## ONE-TIER POLICY

We removed the distinction  
between corporate and affiliate  
members.

## FEE BASED ON HEADCOUNT

Six levels:

1-10	11-50
51-100	101-150
151-200	Over 200

## 365 DAYS SYSTEM

Membership lasts for 365 rolling  
days and is not bound to  
calendar year.

# Branding

Important for a promotional agency

Needs to reflect the innovative, dynamic face of the jurisdiction

Members encouraged to use our marketing material

Corporate video in line with these principles

Rebranding exercise to be carried out

#Innovation  
#ValueCreation  
#Internationalisation  
#BeingDigital

# Internationalisation





# Developing Relationships



# Printed Media

**WHO**

Reaching different audiences

**WHAT**

International exposure

**WHY**

Increased visibility within specific sectors

**WHERE**

Features on reputable media

# Make the most out of your Membership



## CHECK OUR CALLS FOR EXPRESSIONS OF INTEREST

- Sent by email
- Published on our website
- Announcement on Social Media
- Give you access to events, webinars, podcasts and other opportunities



## PUBLISH ON OUR WEBSITE

- Member profile
- Keep your info up to date
- Articles
- Press releases
- Events and initiatives
- Vacancies



## GET IN TOUCH WITH US

- Ideas for events
- Add emails to our contact list
- Submit your interest to contribute to our initiatives
- Tag us on social media

# Meet the Team



**IVAN GRECH**  
CHIEF OPERATIONS OFFICER



**DR BERNICE BUTTIGIEG**  
HEAD  
TECHNICAL AND LEGAL



**ANDREA NURCHI**  
SENIOR MANAGER  
BUSINESS DEVELOPMENT



**GISELLE BORG OLIVIER**  
MARKETING  
MEMBERSHIP AND WEBSITE



**SANDRA RUSSO**  
EXECUTIVE ASSISTANT  
TO THE COO



**DORIANA BILECI**  
OPERATIONS ASSISTANT

Thank You!