



FinanceMalta **8th Annual Financial Services Conference**

Building on Success Reaching New Horizons

Kenneth Farrugia
Chairman – FinanceMalta

21st May 2015
Hilton Malta

Agenda

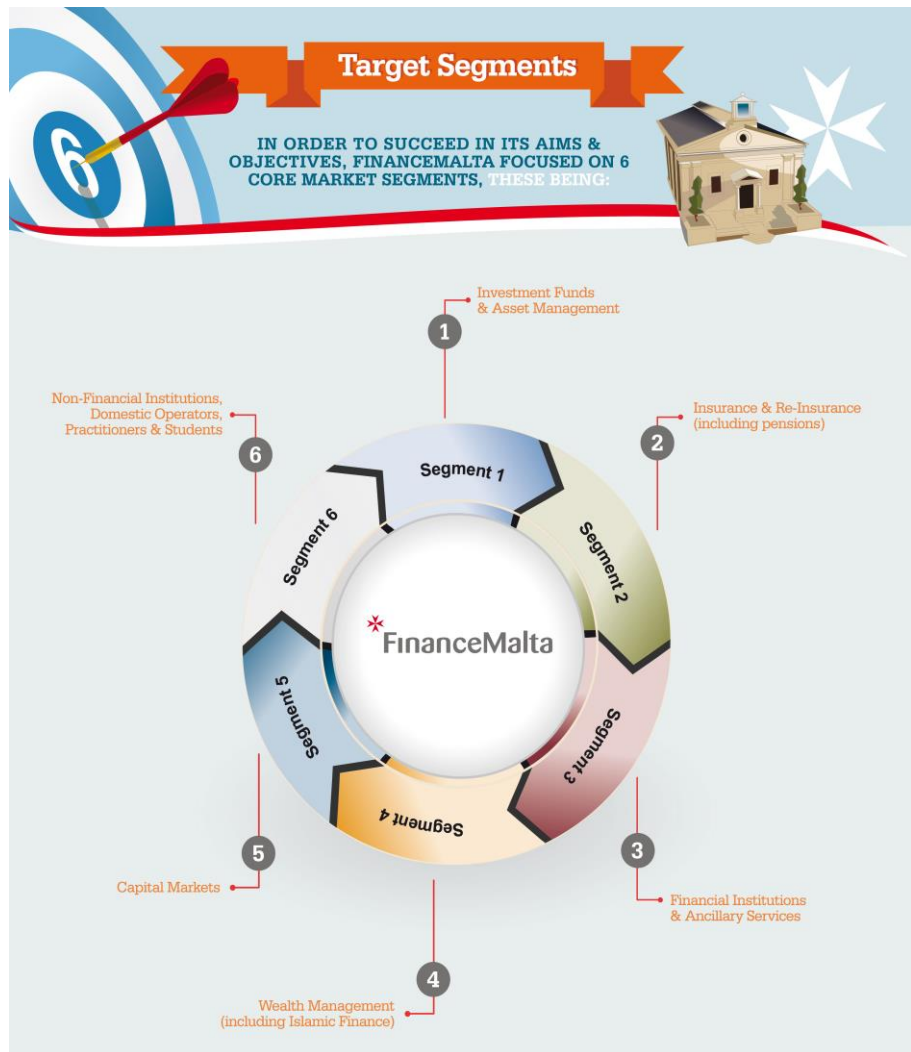
1. FinanceMalta - Key Initiatives over 2014
2. State of Play of the Industry
3. Plans Going Forward



FinanceMalta

Key Initiatives over 2014

Target Segments and Media Platforms





FinanceMalta Annual Conference
ESAFON Wealth Management Conference
Malta Portugal Business Council
STEP Conference
EY Malta Attractiveness Conference
MIM - Mediterranean Economic Forum
IFS Conference
The Economist Conference
UHY EMEA Conference
JCI European Conference
H&P Global Residence Program

Conferences and Events

31 National and International Events



Austria	- Business Delegation
Finland	- Business Delegation
France	- Eurohedge
	- Paris Europlace Summit
Gulf	- Business Delegation
Italy	- Financial Services Seminar
Luxembourg	- European Captive Forum
Singapore	- Wealth Management
South Africa	- Hedge Funds Symposium
Switzerland	- Transcontinental Trusts
	- Asset Management
	- Financial Roundtable
Sweden	- FERMA /FT event
UK	- Captive Live
	- Spear's Wealth Management
	- Malta Day
	- Hedge Funds Event
	- AIRMIC
US	- Business Delegation

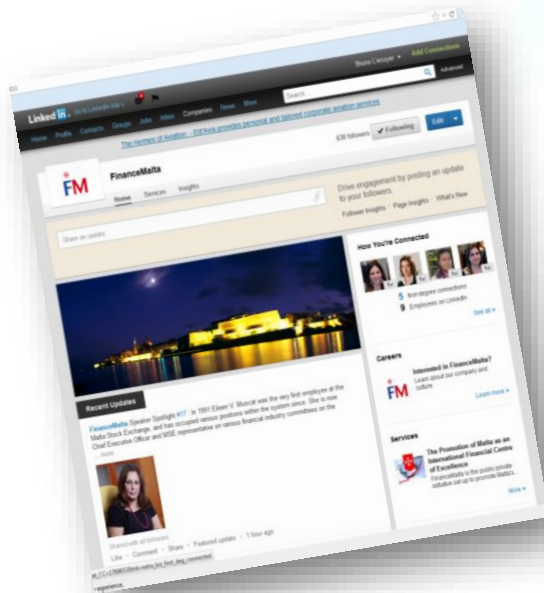
Social Media Online Marketing Platforms



Are you already following us?
If not, what are you waiting for?



LinkedIn



Twitter

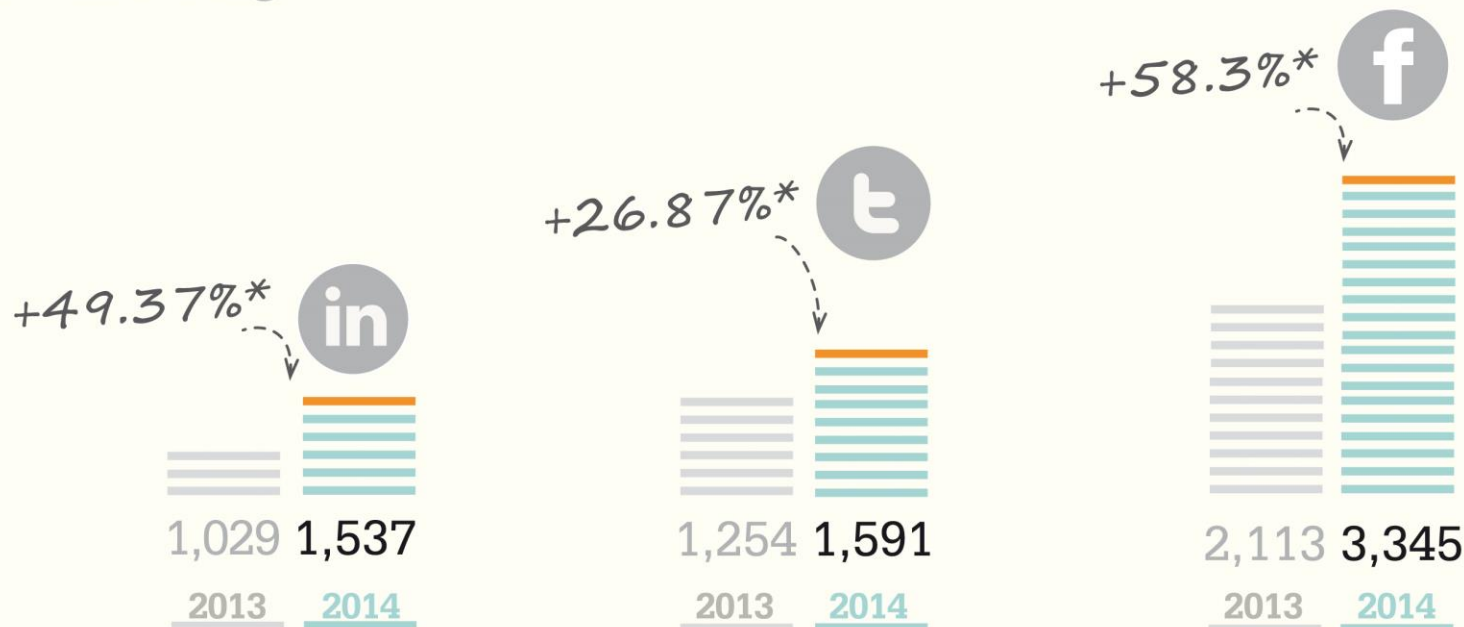


Facebook



FinanceMalta Social Media Snapshot 2014

Growth in Following



Following organic traffic and direct visits,

Email Marketing & Social Media

are the **2nd** & **3rd** **Leading Sources of Traffic**
on Financemalta.org

Social Media

Linked In – Twitter – Facebook

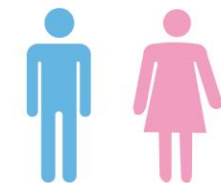
FinanceMalta's Total Reach and Impressions per Platform in 2014



Social Reach 2014

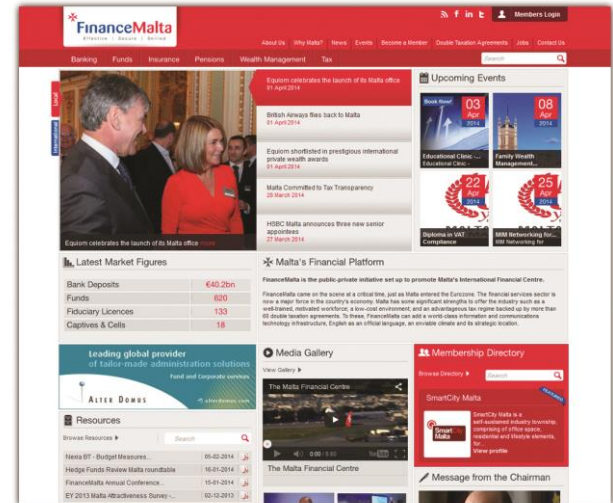


Followers by Gender



71% Male
29% Female

- Revamped homepage which facilitates navigation
- Smartphone friendly – 15% of visitors accessed website from mobile device
- 75,000 sessions +9% yoy increase
 - visitors from 23 different countries
 - sessions referred to from social media initiatives
- 51,000 unique visitors +14.96% yoy increase



Audience Overview

Jan 1, 2014 - Dec 31, 2014

Compare to: Jan 1, 2013 - Dec 31, 2013

Advanced Segments Email Export Add to Dashboard Shortcut **BETA**

change in % of visits +0.12%

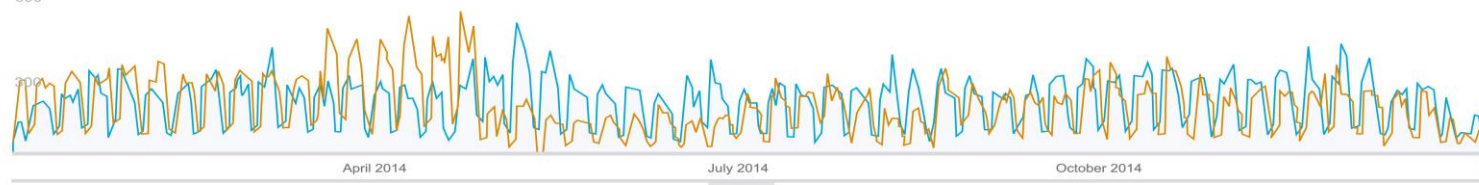
Overview

Visits vs Select a metric

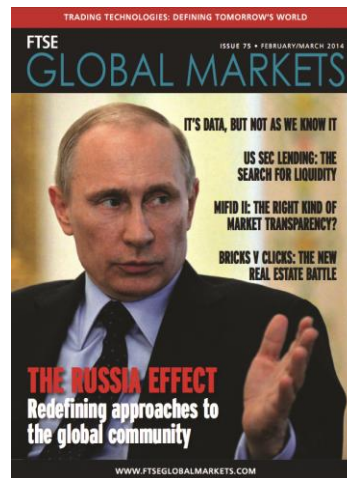
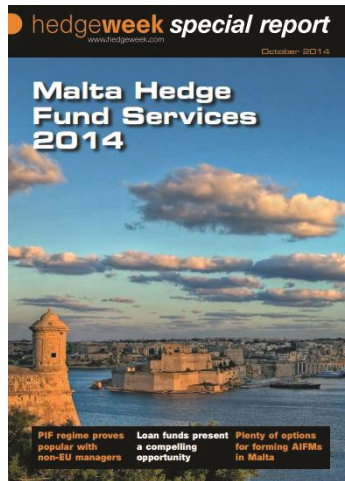
Jan 1, 2014 - Dec 31, 2014: Sessions

Jan 1, 2013 - Dec 31, 2013: Sessions

600

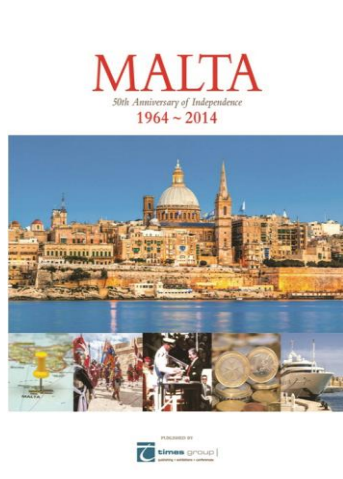


75,171 people visited this site



Participation in key sector country reports in collaboration with leading media houses covering:

- **Banking**
- **Funds**
- **Insurance**
- **Wealth Management**
- **Trusts/Foundation**



- **European Markets Infrastructure Regulation - EMIR**
- **Wealth Management**
- **Regulatory Developments in Europe – ESMA's Perspective**
- **Implications of CRD IV on Investment Firms**
- **Annual Investor Conference**



State of Play of the Industry

Key Financial Sectors

An industry driven by financial diversity



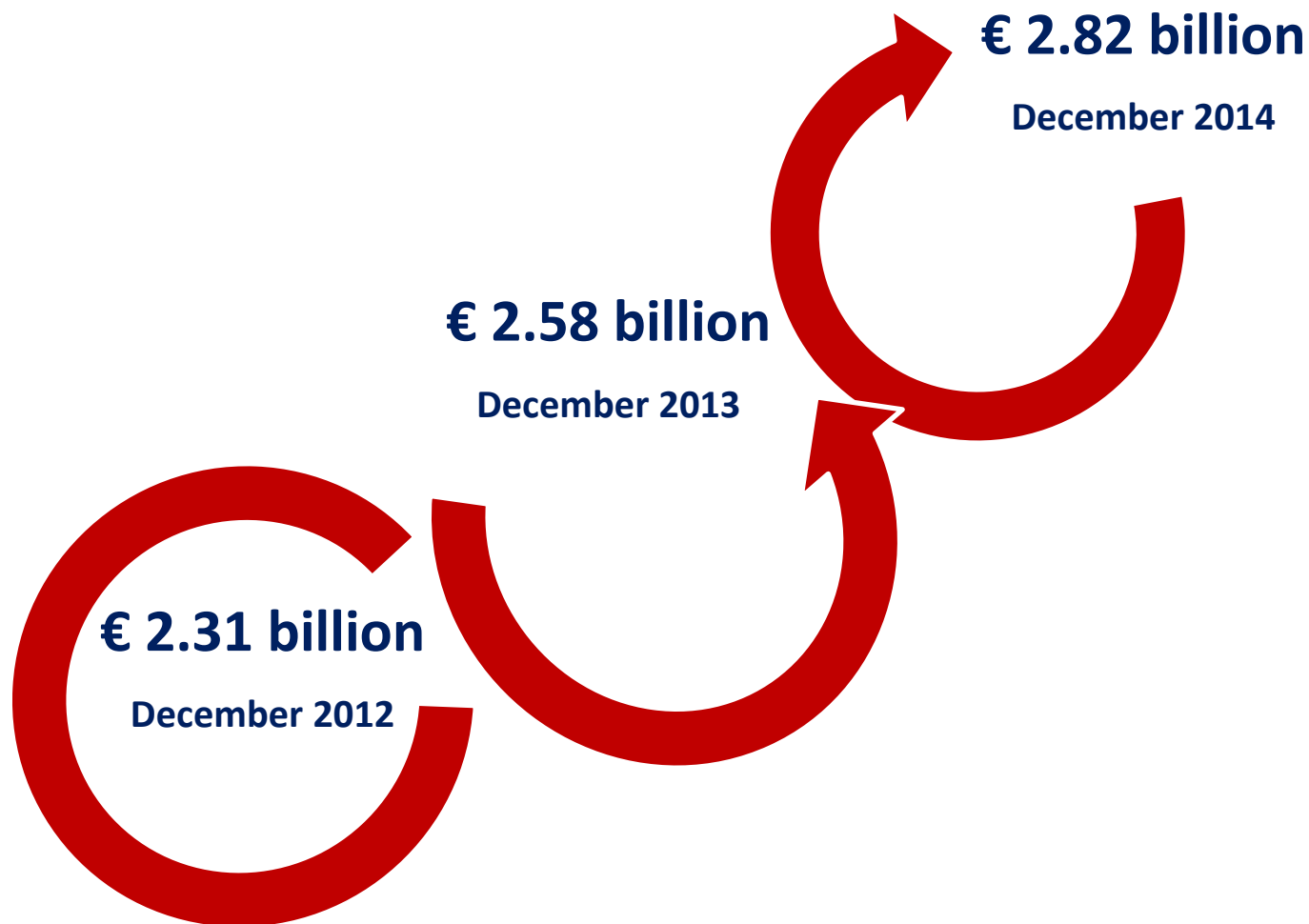
Funds & Asset Management Sector

Sustained growth in new business over 2014

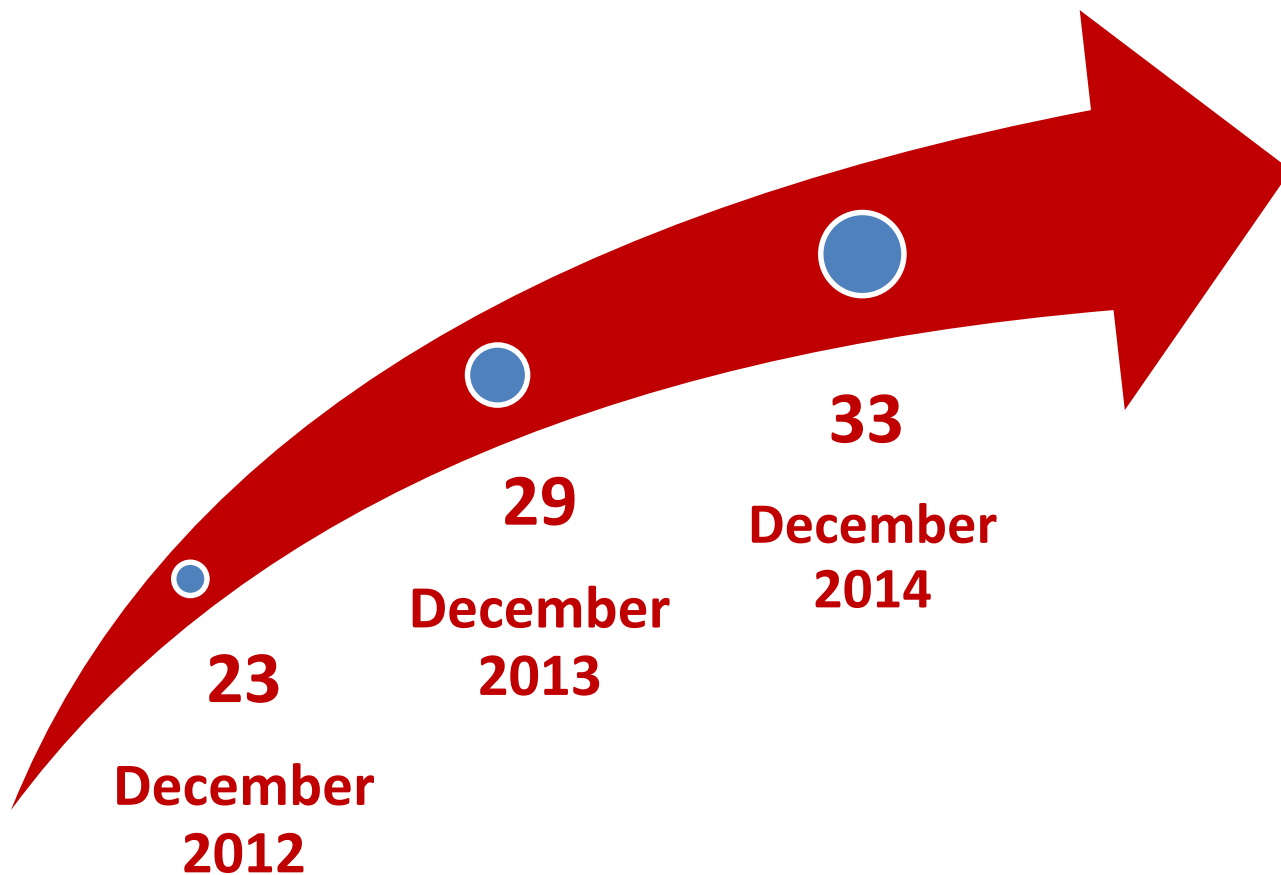


Insurance Sector

Gross Premiums Written: +10.5% yoy Growth



Sustained Growth in Financial Institutions Sector



Sustained Growth in Pension Business



€ 1.9 billion in assets under management: +66% yoy

International Attestations

Global Competitiveness Index 2014 – 2015

Rank out of 144 Countries

	2012/13	2013/14	2014/15
1. Soundness of the Banks	13	14	10
2. Regulation of Securities Exchanges	12	17	26
3. Strength of the auditing/reporting standards	16	13	13
4. Quality of the Education System	16	8	16
5. Quality of Maths and Science Education	15	8	13



Plans Going Forward

Plans Going Forward

- **Build on Our Success**

Intensify key promotional initiatives in Europe skewing these to a micro-marketing level

- **Reach New Horizons**

Widen the promotional drive to new regions/markets and cover new areas of business

- **Remain Relevant**

Manage challenges ensuring Malta remains an efficient, cost competitive and a “responsive to business” jurisdiction

- **Foster Innovation**

Further strengthen the collaboration between the Industry, Regulator and Government to foster innovation

Today's Conference Program

Today's Conference

Interesting blend of topics

- **Morning Session**
- **Opening Address**
 - Hon Louis Grech - Deputy Prime Minister
- **Financial Services Regulation**
 - Regulation – a threat or opportunity for Malta?
 - Innovation through regulation
 - Capital Markets Union
- **Panel Discussions**
 - Islamic Finance
 - Pensions
 - Capital Markets – PE Funding

Today's Conference

Interesting blend of topics

- **Afternoon Session**

Workshop 1 - Fund Industry – Regulations and Opportunities for Malta

Workshop 2 - Insurance Impact of Solvency II

Workshop 3 - Economic Implications of Investor Immigration

- **Building on Success** - Critical factors to sustain growth
- **Panel Discussion** - Solutions to dynamically manage and service the demand for skilled resources
- **Closing Address** - The Hon Dr Jose Herrera
Parliamentary Secretary for Competitiveness
and Economic Growth

- **Board, Management & Staff of FinanceMalta**
- **Government of Malta**
- **Malta Financial Services Authority and Malta Enterprise**
- **Members - Industry Practitioners and Operators**
- **Sponsors**

Thank You