

Malta: A Platform for Innovation

FinanceMalta

12th Annual Financial Services Conference

Kenneth Farrugia
Chairman

Hilton, Malta - 6th June 2019



Agenda

- 1. Innovation – A Key Growth Driver**
- 2. Key FinanceMalta Initiatives 2018 and Plans Going Forward**

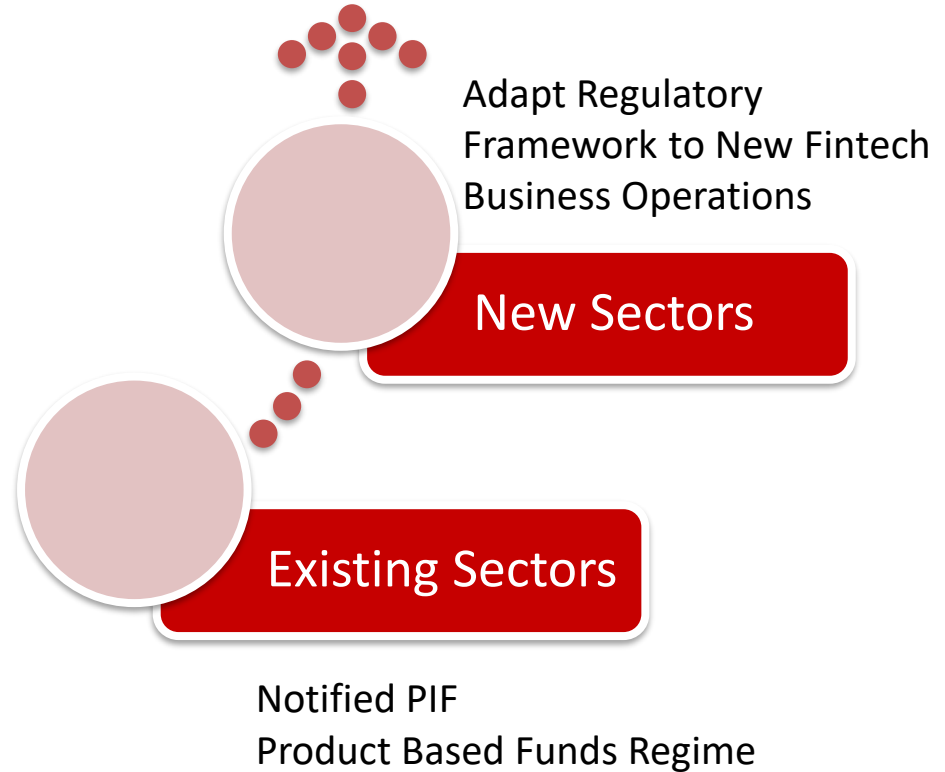
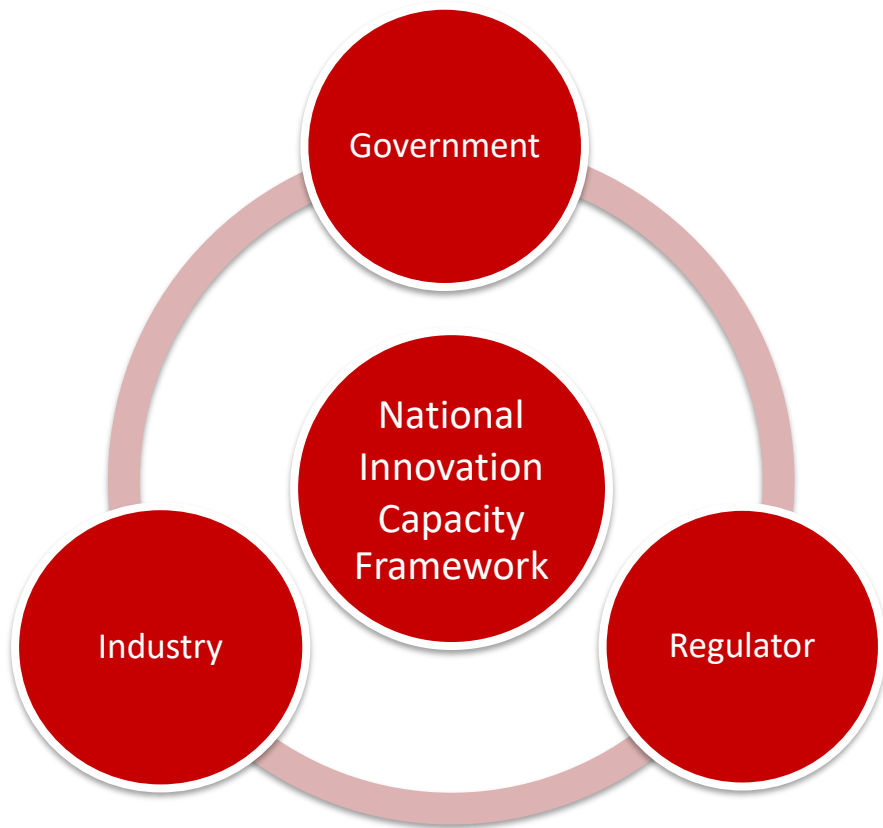
Innovation

A Key Growth Driver

Cross sectoral innovation has lead to financial sector diversity



Innovation Trilogue – Critical to Sustain Long Term Growth



Sustaining Innovation is a Challenge

1. Innovation is a Journey

- not just about being competitive;
- but all about remaining relevant in a sustained manner

2. Industry needs to be in the driving seat – operators/industry associations have a key role to play

3. Government and the Regulator have an important enabling role to play

Performance Overview 2018

Compare with ◇ Global average



Comparative Pillars

1. Institutions
2. Transport System
3. ICT Adoption
4. Macro Stability
5. Health
6. Skills
7. Product Market
8. Labour Market
9. Financial System
10. Market Size
11. Business Dynamism
12. Innovation Capability

FinanceMalta

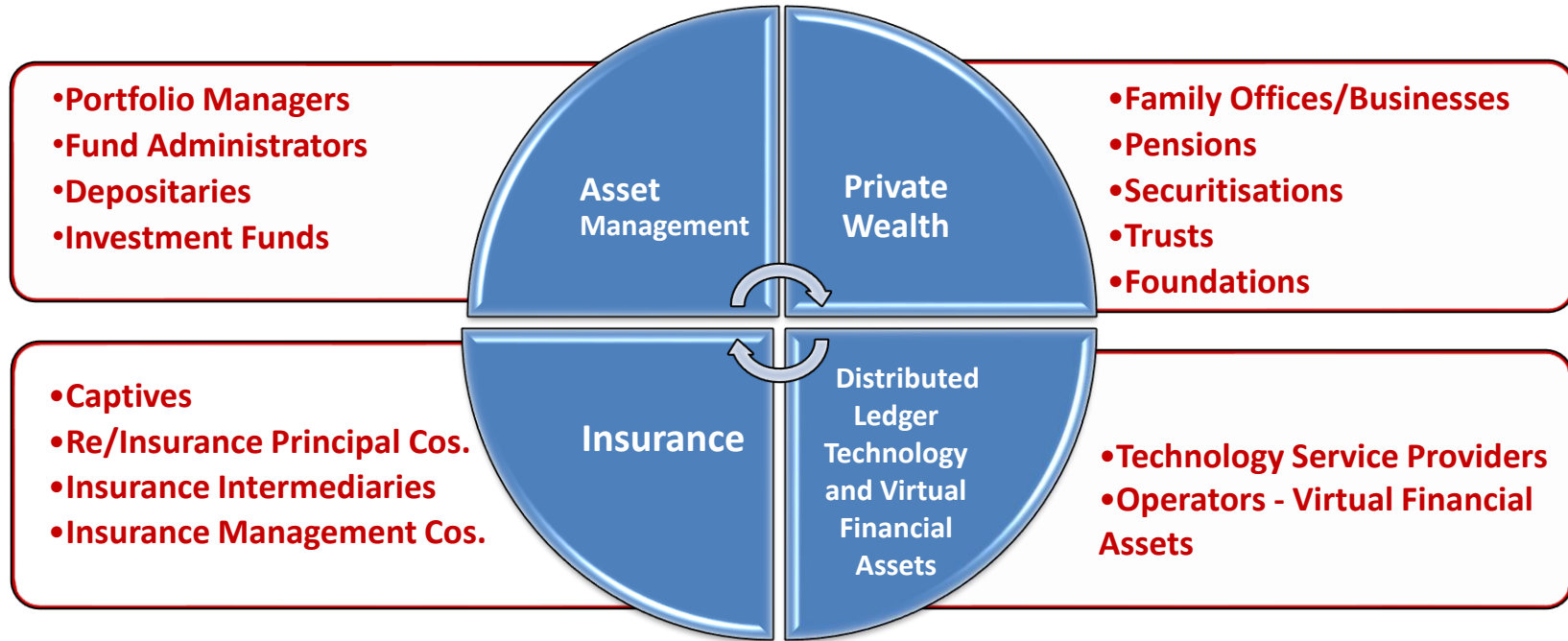
Key Initiatives CY 2018 and Plans Going Forward

FinanceMalta - 5 Key Thrusts for FY 2018 – Progress Update

1. **Sustain initiatives** in support of the mainstream sectors and the new DLT Sector
2. **Further strengthen Malta's visibility** in relatively new markets
 - US - New York
 - Gulf - Abu Dhabi and Dubai
 - Asia - Hong Kong and Singapore
3. **Public Relations** - International PR Strategy to further support initiatives in mainstream communication channels
4. **Leverage Digital Marketing**
5. **Innovation** – foster increased engagement between the industry, regulator and policy makers



Key Sectors



Key Communication Platforms

**Conferences
and Events**



**Technology -
Website, Podcasts and
Email Marketing**



**Educational
Clinics**



**Print, PR and
Social Media**

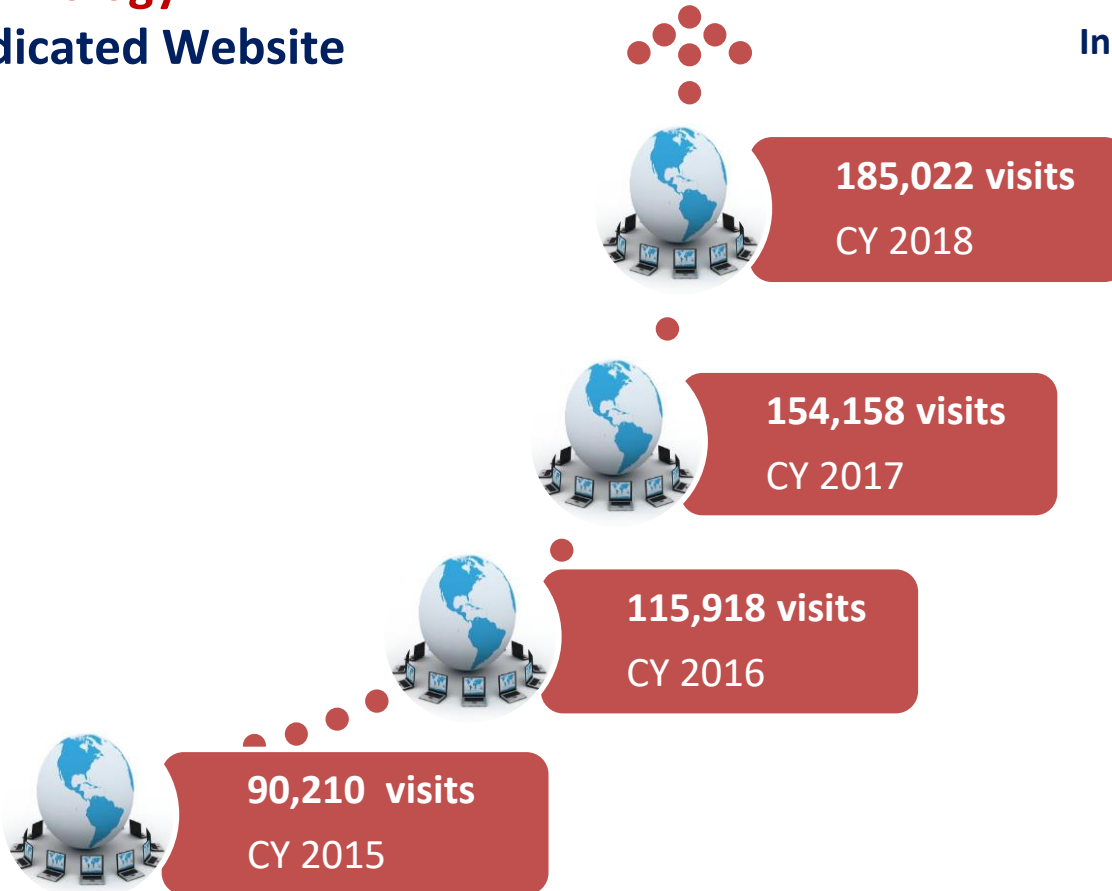


Conferences and Events
**57 National &
International Initiatives**



Technology Dedicated Website

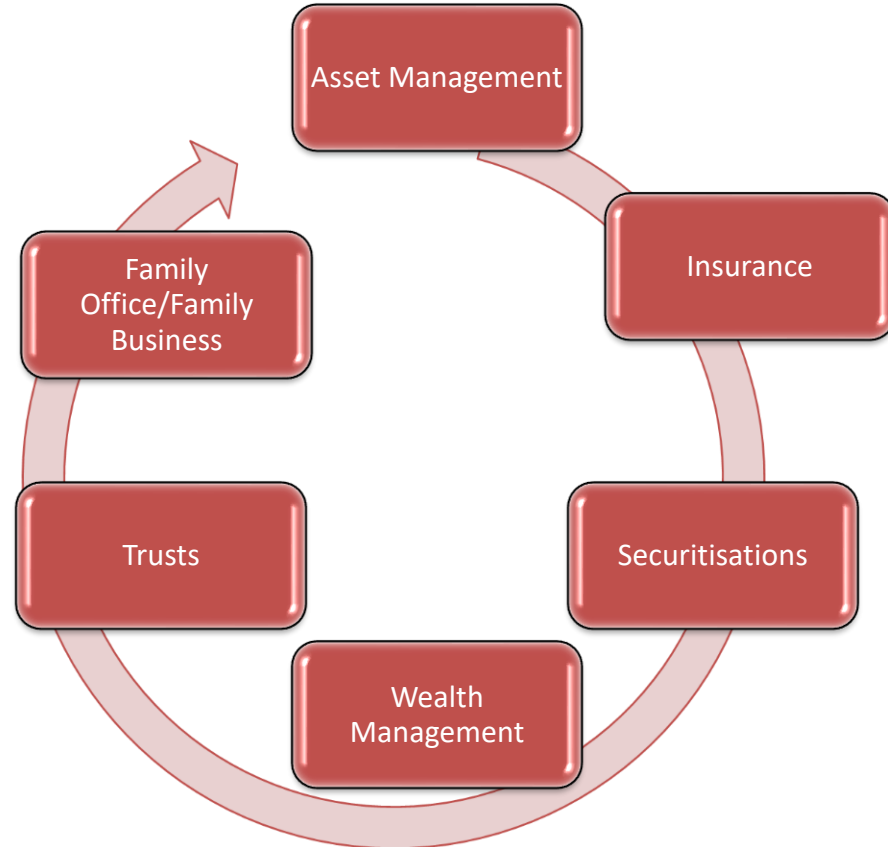
Digital Marketing and SEO
Initiatives – Significant increase in
site visits



Print Media

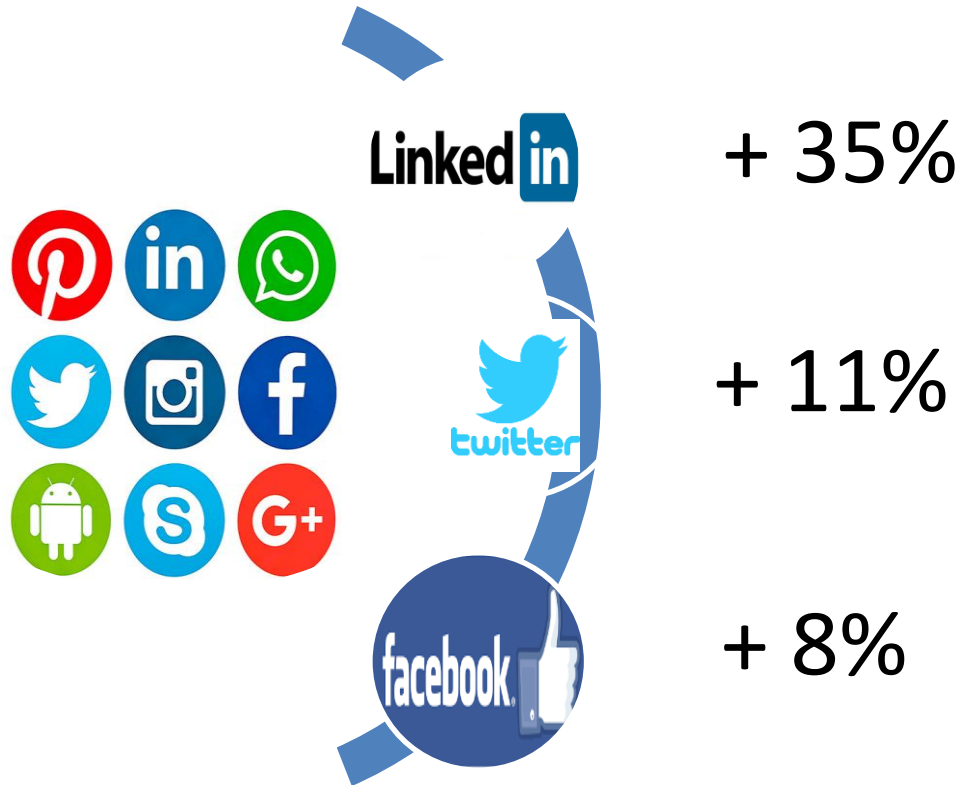
Key Sector Reports

1. Public Relations Programme
2. Thought Leadership Articles
3. Participation in Key Media Specialist Publications
 - The Euro-GCC Trade and Investment Report
 - HFM Week Malta Report
 - Captive Review Malta Report
 - IFC Economic Report 2018
 - Global Fund Media Guide to Relocation
 - Captive Review ILS Report



Social Media Platforms

Strengthening reach through digital channels



Malta's Financial Services Industry

Sustained growth in new licences



Plans Going Forward

1. **Strengthen the organisation** of domestic and international promotional and PR initiatives
2. **Intensify the organisation of events with our members** in promoting the industry's value proposition
3. **Foster closer and stronger collaboration** between the industry associations, the Regulator and the Government of Malta **on innovation related matters**

Acknowledgements

- **Diamond Sponsor – Reyl & Cie (Malta) Ltd.**
- **Speakers for today's conference**
- **Government of Malta, the Malta Financial Services Authority and the Malta Stock Exchange**
- **Members - Industry Practitioners and Operators**
- **Board, Management & Staff at FinanceMalta**
- **Delegates**

Thank You