



FINANCEMALTA
Annual Report 2022

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Chairman's Statement

In June 2022, I took over the reins as chairman from Rudolph Psaila, during whose dynamic tenure FinanceMalta introduced the #FinTalks podcasts, and sectorial guides, and became a founder member of the Roundtable of EU Financial Centres. I cannot thank him enough for creating such a strong platform for me to take over.

The summer of 2022 was a turning point for the island: COVID-19 and the greylisting by the Financial Action Task Force had forced all of us in the sector to reflect on fundamentals, and I believe that we have weathered the – sometimes uncomfortable – scrutiny of our peers, coming out of the ordeal stronger and with a sharper focus.

The greylisting was a call to action that we would have ignored at our peril. It was lifted in June 2022, just a year later, thanks to the joint efforts of all the stakeholders, from Government to regulators to service providers, who were united by the realisation that the reputation of the island had to be defended at all costs.

That reputation has been built up since FinanceMalta's inception in 2007. Those 15 years have overseen the flourishing of a sector that now employs some 14,000 people and which represents over 5.5 per cent of the country's Gross Value Added.

However, the financial services sector also needed to stop and take stock of where opportunities lie in the future. The Government set up the Malta Financial Services Advisory Council (MFSAC), which is composed of heads of the Commissioner for Revenue (CFR), Financial Intelligence Analysis Unit (FIAU), the Malta Financial Service Authority (MFSA), the Malta Business Registry (MBR), the Malta Stock Exchange (MSE) and FinanceMalta, as well as representatives from the private sector. This was a major consultation exercise covering each sector of financial services, and the comprehensive public strategy document launched in spring 2023 should guide the country towards a sustainable future, ready to seize opportunities and to withstand threats.

Here at FinanceMalta, we are constantly trying to find ways to raise the profile of Malta and of its financial services offering, as this is ultimately how we add value to our membership. The sector is growing and innovating and we look forward to welcoming more and more of you to join us as we firmly believe that the richer and broader our membership, the better we are prepared to seek out appropriate opportunities. Indeed, during 2022, we saw our membership grow from 177 members to 191. Do not hesitate to reach out to us: we are here to be of service.

One achievement that we are particularly proud of is our membership of the **World Alliance of International Financial Centers**. Its project-based approach tackles issues that are common to us all, such as sustainable

finance, innovation and FinTech, and human capital. FinanceMalta will contribute to this dialogue, seeking to provide the alliance with insight from a small but dynamic European Union financial centre. We are sure that our members will all benefit from the networking opportunities and collaboration on best practice – and this internationalisation through alliances is a strategy that we will use widely going forward.

During 2023, together with the sectors identified in the MFSAC strategy report, which led to the launch of the national strategy for the sector a few weeks ago,

FinanceMalta will be prioritising sustainable finance and integrating it within the core of its strategy. Our objectives include identifying areas which fall under the umbrella of sustainable finance, such as the blue economy and climate finance, and collaborating with local and international stakeholders to exploit the opportunities for further development of financial instruments for specific niche markets.

In this report, you can read about our various initiatives

locally and overseas, which have covered various jurisdictions and sectors, to ensure that our message about Malta gets across. We have also invested in further initiatives, including more podcasts, more social media presence, and a rebranding to ensure that our mission remains in line with the sector's positioning.

Last year saw the departure of Ivan Grech, who had been with FinanceMalta as its chief operations officer for the past seven years. We wish him the very best of luck in his new venture.

FinanceMalta has a small – although dedicated – team. They would not be able to achieve any of the objectives we outline in this report had it not been for their tremendous enthusiasm. And I cannot even begin to explain the amazing role played by our Governors – past and current: FinanceMalta constantly draws on their sectorial expertise and executive experience, which they are always prompt to provide. We are truly in their debt...

GEORGE VELLA
Chairman

“One achievement that we are particularly proud of is our membership of the World Alliance of International Financial Centers”

About FinanceMalta

Board of Governors



GEORGE VELLA
Chairman (from June 2022)

George started his career in 1995 at PwC where he worked in assurance, advisory and risk management functions, accumulating over 15 years' experience in corporate and project finance, research and development, and strategic and project management,

In 2001, he joined the Corinthia Group and fulfilled a number of roles both locally and abroad, including that of finance director at the Corinthia Grand Hotel Royal in Budapest, and corporate finance executive at the Corinthia Head Office. Tasks included business planning and budgeting processes, feasibility studies and acquisition bids, the implementation of a standard accounting package, and raising of funds for project and corporate finance.

In 2005, he took on the role of head of corporate strategy at APS Bank and was a member on the Bank's risk management and credit committees.

In his current role at Grant Thornton, George and his team provide a variety of services including financial control, internal audit, evaluation services, assistance in the preparation of business plans, feasibility studies and cost benefit analyses, business valuations, assistance with mergers and acquisitions, project finance and corporate finance advisory services.

Apart from the management and leadership of the firm's advisory practice, George also still holds various technical roles in high-profile advisory assignments, including EU funding projects and

applications as well as fundraising for the private sector, both through negotiating bank loans or raising private equity, and through assisting in public equity and bond listing.



RUDOLPH PSAILA
Chairman (until June 2022)

Rudolph is the Head of Commercial & Solutions-Europe of Zedra, an international group providing Corporate Global Expansion, Active Wealth, Pension & Incentive Services, and Fund Solutions, all aligned under one common goal: to embrace the future with surety.

He started his career working for PwC Malta and PwC in the Channel Islands and, during his 10-year career working in Malta and abroad, he had the opportunity to work on high-profile, international assignments. In 2010, Rudolph moved to International Fiduciary Group where he was appointed as the global head of commercial operations and was primarily responsible for setting up and developing the corporate, fiduciary and fund administration businesses. In 2015, he founded AlleyBe Group which became part of Zedra in June 2022.

He is a fellow member of the Malta Institute of Accountants and a member of the Society of Trust and Estate Practitioners. Rudolph is a visiting lecturer at the University of Malta and acts as an examiner and tutor for dissertations related to financial services.



MATTHEW BIANCHI
Deputy Chairman

Appointed by the Malta Insurance Association, the Malta Insurance Management Association (MIMA), and the Malta Association of Insurance Brokers (AIB)

Matthew is a partner at Ganado Advocates and heads the law firm's insurance and pensions teams. He regularly advises re/insurance companies, insurance management companies, captives re/insurers, protected cell companies (PCCs), and insurance intermediaries and serves as the secretary general of the AIB and MIMA. He also chairs the insurance and pensions sub-committee within the Malta Financial Services Advisory Council.



JOSEPH CAMILLERI
Governor (from November 2022)

Appointed by the Malta Asset Servicing Association (MASA)

Joseph's banking career at Bank of Valletta (BOV) started back in 1985. Over the years, he occupied

various managerial and executive positions within the banking group. Joseph also represented the Bank of Valletta Group in Milan for seven years where he provided support to the Bank's various divisions in tapping business opportunities for the banking group.

He has also held senior positions in three subsidiaries of the bank, namely Valletta Investment Bank, BOV Asset Management and BOV Fund Services. He is currently the executive head responsible for the latter company, of which he is also a director. Joseph is a committee member and executive secretary of MASA, as well as a member of the Management Committee Compensation Schemes. Joseph is also a lifetime member of the Chartered Institute of Bankers UK.



KENNETH FARRUGIA
Governor (until November 2022)

Appointed by the Malta Asset Servicing Association (MASA)

Kenneth joined BOV in 1985, and has since occupied various positions within the Bank. Kenneth stepped down from his position as Governor of Finance Malta when he was appointed chief executive officer to the Bank.

Kenneth also served as Chairman of MASA until his appointment as CEO of Bank of Valletta Ltd, and was also the Chairman of Malita Investments plc which is listed on the Malta Stock Exchange (MSE).





KAROL GABARRETTA
Governor

Appointed by the Malta Bankers' Association (MBA)

Karol is the secretary general of the Malta Bankers' Association. He was previously employed by the MFSA as director of banking supervision. He was also a member of the ECB's Supervisory Board. Prior to joining the MFSA in 2002, Karol had been employed by the Central Bank of Malta for 23 years.

In 2009, Karol was appointed as Chairman of the Committee of European Banking Supervisors' Task Force on Supervisory Disclosure (TFSD). He also provided assistance within the EU Commission's TAIEX program as an Expert on Banking Provisions of Financial Services acquis.

knowledge of strategy and business planning processes. He has led several engagements relating to business valuations, financing (including public offerings), financial due diligence, and financial reviews.

Tonio is the president of the Institute of Financial Services Practitioners (IFSP), and past president of the Malta Institute of Accountants, having spent 24 years on the Institute's Council in various roles. He also served as a member of the Council of the European Federation of Accountants.



MARVIN ZAMMIT
Governor

Appointed by the Government of Malta

Marvin is an accountant and a warranted auditor by profession. He studied at the University of Malta and holds a degree in Accountancy and a Masters in Financial Services. His career started in auditing before moving to the Financial Services industry working with MFSA within the Insurance and Pensions Supervision Unit. Since 2012 Marvin worked with a number of insurance license holders. Currently he is the Finance Director of a leading insurance group specializing in the run-off sector.



TONIO ZARB
Governor

Appointed by the Institute of Financial Services Practitioners (IFSP)

Tonio is a consultant to KPMG in Malta and an advisory engagement leader. He was the partner leading the Advisory Services function at KPMG in Malta between 1989 and 2018 and was the firm's senior partner between 2012 and 2020. Tonio has extensive experience in deal advisory and restructuring services and possesses detailed



Appointed by the Government of Malta

Anabel joined Fexserv Fund Services in 2008 and today occupies the position of Managing Director. She started her career in audit and assurance with PwC where she was involved within different industries and worked in offices including Malta and London. Subsequently she took up accountancy and finance positions with leading entities operating out of Malta including an appointment within the Finance Department of HSBC Securities Services (Malta) Ltd. Anabel is the Chairperson of MASA and is a visiting lecturer at the University of Malta.



Appointed by the Government of Malta

Alan is co-CEO of the Calamatta Cuschieri Finance Group and founder of Moneybase, Malta's first digital payments platform. He has over 20 years of experience in financial services and played a key role in growing the boutique investment advisory business to a diversified financial services group of six companies. Mr. Cuschieri spearheaded the group's Fintech initiatives since 2005, leading the team that launched Malta's first online investing platform, CCTrader. He also set up CC Funds Sicav plc and CC

Funds Services Ltd. Mr. Cuschieri holds a Bachelor of Arts (Hons) in Financial Services from the University of Bournemouth (UK). He also holds an International Capital Markets Certification from the London Securities Institute (ICMQ).



Appointed by the Government of Malta

Carlos was appointed to the Board of FinanceMalta in 2020 as a youth representative. He is an elected Councillor on the St Paul's Bay Local Council and is currently reading for a Bachelor of Laws degree with the University of Malta.





JOSIANNE CASCUN MONTEBELLO
Governor (until June 2022)

Appointed by the Government of Malta

Josianne, a chartered accountant, currently holds the position of senior manager of the Corporate Department within Zampa Debattista. She started her career working for PwC Malta within the Tax and Legal Department. In 2011, she joined an international firm as partner responsible for an international portfolio of clients and, in 2015, was appointed executive director of PiscoPartners Corporate Services Ltd, leading the corporate compliance department.

Josianne is a fellow member of the Association of Chartered Certified Accountants (ACCA) and the Malta Institute of Accountants (MIA).



CLIVE AZZOPARDI
Governor (until June 2022)

Appointed by the Government of Malta

Clive is the operations director at Dixcart Management Malta, a private wealth and corporate advisory firm which houses a team of accountants, administrators and lawyers. His role is to manage and coordinate the different teams in the Accounts Department, oversee the day-to-day operations of the company and strengthen relationships with existing clients. Before joining Dixcart, Clive gained nine years of experience in the financial services sector working at two different company services providers on the island.

He is a Certified Public Accountant and a member of the ACCA, the Malta Institute of Management and the Malta Institute of Accountants.

Staff

Executive Management



IVAN GRECH

Chief Operations Officer (until December 2022)

Ivan joined FinanceMalta in 2015 as head of business development. He was appointed chief operations officer in 2018 and tasked by the Board of Governors to lead all operational aspects of the Foundation. Over the course of 25 years, he held various marketing and commercial management roles in the private sector, gaining experience in diverse sectors ranging from FMCG and private healthcare, to the automotive business. He currently holds the position of CEO at the IFSP.



BERNICE BUTTIGIEG

Head of Technical and Legal / Secretary to the Board

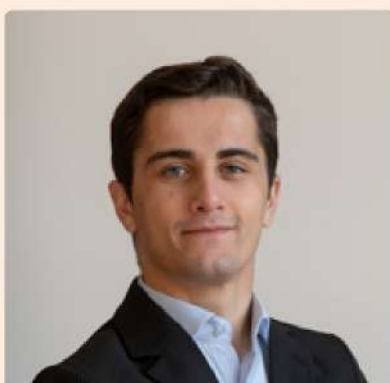
Bernice held the role of secretary general at IFSP and the Malta Branch of the International Fiscal Association before being entrusted with supporting the setting up of STEP (Malta) and later FinanceMalta. She was also a director of the Accountancy Board and is a visiting lecturer with the University of Malta, teaching Masters students on financial services-related topics within the Faculty of Laws.

Other Members of Staff



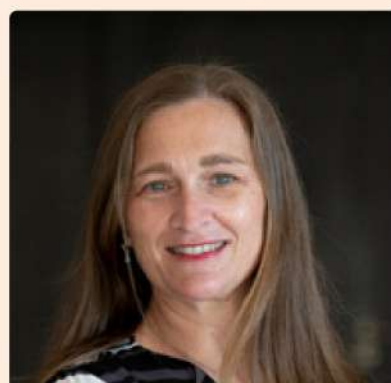
ANDREA NURCHI

Senior Manager
Business Development



KARL SAVIOUR ATTARD

Digital Marketing
Executive



SANDRA RUSSO

Executive Assistant to
the COO

FinanceMalta Membership

FinanceMalta membership is open to entities operating within the financial services and legal industry and those contributing to the growth that Malta's financial services industry is experiencing through the work of FinanceMalta.

We welcome applications from entities who would like to join the FinanceMalta community, participate in our initiatives, and support efforts to promote Malta as an international financial centre of repute.

Entities operating in the following fields are eligible to apply:

- Accounting/Auditing
- Banks & Financial Institutions
- Capital Markets
- Corporate Services
- Collective Investment Schemes
- FinTech
- Fund Administrators
- Listed and Public Companies
- Insurance
- Investment Services
- Law Firms
- Management Consultancy
- Pensions
- Trustees and Fiduciaries and
- Taxation.

Entities in the following sectors are also welcome to become FinanceMalta members:

- Accommodation and Hospitality
- Business & Professional Services
- Education
- Logistics/Freight Forwarding
- Media Organisations
- Real Estate
- Recruitment Services
- Telecommunications and IT and
- Travel and Transport.

FinanceMalta Membership Benefits



All FinanceMalta members can benefit from the following initiatives:

International Events

Attend events as a delegate or speaker and showcase their firm on the international scene under the umbrella of FinanceMalta.

Sponsorship Opportunities

Sponsorship preference for events organised by FinanceMalta.

Networking Opportunities

Direct access to the experience and knowledge of fellow members through online material and business networking events.

Marketing and PR Initiatives

Attend partner seminars, training and workshops on a wide range of specialist subjects at heavily discounted rates; some events are complimentary and include CPE hours.

Business Directory Listing

Have the company profile with logo and contact details in the FinanceMalta online membership directory, including a link to the member company's website.

Brand & Event Promotion

Generate brand and event awareness among FinanceMalta members and third-party affiliates, both locally and internationally.

Access to the 'Members area' section of the FinanceMalta website

Publish white papers and articles on our website, and contribute articles to the quarterly FinanceMalta Insight newsletter distributed both locally and internationally in digital format.

Updated Information

Receive regular updates, newsletters and publications on relevant issues within the financial services industry in Malta.

Influencer Opportunities

Influence the market, regulators and law-makers through FinanceMalta's lobbying activities, underpinned by the strength of its membership and founding associations.

Free Podcast recording Sessions | #FinTalks

A podcast initiative hosted by FinanceMalta with the objective of giving visibility to its members, offer thought leadership and industry updates, promoting the jurisdiction, and ultimately attracting foreign direct investment (FDI) in financial services to Malta.

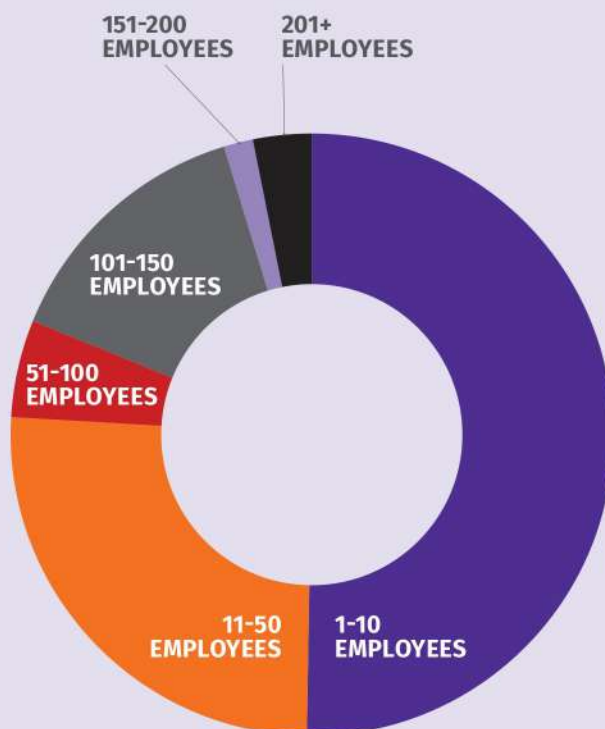
Free Joint Webinars in cooperation with Members

Members can organise joint webinars in collaboration with FinanceMalta with the objective of promoting the jurisdiction and ultimately attracting FDI in financial services to Malta.

FinanceMalta Membership Tiers Structure

The six membership tiers are linked to the company's headcount, and are available for 365 rolling days:

EMPLOYEES	%	COMPANIES
1-10	50.26	96
11-50	25.67	49
51-100	5.23	10
101-150	14.13	27
151-200	1.57	3
201+	3.14	6
TOTAL		191



FinanceMalta Members 2022

1st Step Solution Ltd

A

Actaco Financial

Acumum Legal & Advisory

Advocates Primei

AE Finance Limited

AgriBank plc

AlleyBe Ltd

Altada

Altarius Asset Management Ltd

Alter Domus (Services) Malta Ltd

Amicorp Fund Services Malta Ltd

Andaria Financial Services Ltd

Andurand Capital Management

Antes Insurance Brokers

Aon Insurance Managers (Malta) PCC Ltd

Apco Systems Ltd

Apex Group Ltd

APS Bank plc

Areti Partners Ltd

Arp Group Ltd

ARQ Group

Artex Risk Solutions (Malta) Ltd

Athos Family & Business Services (Malta) Ltd

Atlas Insurance PCC Ltd

AUM Asset Management Ltd

Avenue 77

Azure Rock Partners Ltd

B

Bank of Valletta plc

Bastion Wealth Ltd

BCAS Malta Ltd

BDO Malta

Bee Insurance Management Ltd

Belair Operations Ltd

Bentley Trust

BMIT Technologies

BNF Bank plc

Borg Galea & Associates

BOV Fund Services Ltd

Broadwing Ltd

Bureau Iniala

C

Camilleri Cassar Advocates

Camilleri Galea Ltd

Camilleri Preziosi Advocates

Castille

CC Finance Group

CCPS Malta

Citadel Insurance plc

Citco (Malta) Ltd

City Falcon Trading Ltd

Cleversoft

Continent 8 Technologies

Convera

CopyHouse

Corrieri Cilia Legal

Creditinfo Malta

CSB Group

D

DAL Advisory Ltd
DARAG Group Ltd
Deloitte
Dingli & Dingli Law Firm
Dixcart Management Malta Ltd
dMTV Europe Ltd
Dolfin Asset Services Ltd
Dr Kresse International Law Firm
Dynamic Management Solutions Ltd
DZ Advisory

E

E2S Monitoring Ltd
Ecovis TFC Ltd
Elephant Tree Capital Ltd
EMCS Ltd
EMD
EPG Financial services Ltd
Ernst and Young Ltd
Eucare Insurance PCC Ltd
EWS Trustees
Exchange Capital Partners Ltd

F

Facilization Ltd.
FACT Technologies Ltd
Fairwinds Management Ltd
Family Business Office
Fenech & Fenech Advocates
Fexserv Financial Services Ltd
Fexserv Fund Services Ltd
FIMBank plc
Finance Incorporated Ltd

Finaro (formerly Credorax)
Finductive Ltd
FinXP
FJ Vassallo & Associates
FM Search Ltd
FMG (Malta) Ltd
Framont & Partners Management Ltd
Frank Salt Real Estate
Fyorin

G

GAEL Fund Services Malta Ltd
Ganado Advocates
GasamMamo
GC Partners Ltd
GCS Malta
Gonzi & Associates Advocates
Grant Thornton
Griffiths + Associates Ltd
GTG Advocates
GVZH Advocates

H

H&P Consulting Ltd
HBM Malta Ltd
Heptagon Capital



I

IFS Malta
IIG Bank (Malta) Ltd
Infocredit Group Ltd
Integra Private Wealth Ltd
Integritas Corporate Services Ltd.
International Management Services Ltd
Intertaxaudit Auditors & Consultants (Malta)
Izola Bank plc

J

Jatco Insurance Broker PCC Ltd

K

Kane LPI Solutions (Malta) Ltd
KB Associates
Konforma
Konnekt Search & Selection
KPMG
KSi Malta

L

Lockton European Brokers Ltd

M

M.Z. Investment Services Ltd
Malta Asset Servicing Association
Malta Institute of Taxation
Malta Stock Exchange Plc
Mamo TCV Advocates
Mandaris Group (Malta) Ltd
Marco Capital Holdings Ltd
Mediterrania Capital Partners
Merkanti Bank Ltd
MIB Insurance Brokers
Mifsud & Mifsud Advocates
Moneybase Ltd
Muscat Mizzi Advocates

N

NEWCO Corporate Services Ltd
Nextmarkets Trading Ltd
Nissan International Insurance Ltd

P

Philo-Sophia Partners Ltd
PKF Malta
Praude Asset Management Ltd
PraxisIFM Trust Ltd
Prometheus Technologies Ltd
PwC Malta

R

REYL & Cie (Malta) Ltd
RiskCap International Ltd
RiskDeck
Rizzo Farrugia & Co (Stockbrokers) Ltd
RMC Wise Ltd
RSM Malta

S

Sammut.legal
Sentient International Ltd
Sheltons Malta Ltd
Sovereign Trust (Malta) Ltd
SSRBJ Group
STM Malta Pension Services Ltd
Summa Fiduciary Services Ltd
Swissquote Financial Services (Malta) Ltd
Systemic RM SA

T

TAB1 Services Ltd
The Malta Institute of Accountants
The Spectrum IFA Group
Timberland Invest Ltd
Transact Payments Malta Ltd
Trident Corporate Services (Malta) Ltd
Tri-Mer Services Ltd
Trust Stamp Malta Ltd
TrustMoore Corporate Services (Malta) Ltd

V

Vassiliades & Co. (Malta) Ltd
VC (VacancyCentre)

W

wamo.io
WDM International Ltd

Z

ZASMalta
Zampa Debattista
Zerafa Advocates
Zerafa Trustees Ltd
Zeta



FinanceMalta Promotional Initiatives Report

FinanceMalta played a significant role in promoting Malta as a financial jurisdiction post-pandemic. In line with its mission, the Foundation's efforts were geared towards highlighting Malta's advantages, promoting Malta's reputation as a safe and reliable jurisdiction for businesses, its stable and business-friendly environment, its highly skilled workforce, and its comprehensive and competitive services provision.

FinanceMalta also focused on promoting Malta's diverse range of financial services and products. The promotional activities covered seven categories: banking and financial institutions; insurance and re-insurance; investment funds and asset management; wealth management; FinTech; capital markets; and areas of a more generic nature.

This was achieved through a combination of targeted digital marketing campaigns, public relations initiatives, attending several international events, and lobbying efforts with key decision-makers and influencers.

The organisation also worked closely with industry associations and regulatory bodies to ensure that Malta's financial services offerings were in line with international best practices and regulations.

FinanceMalta also takes a proactive stand when focusing on attracting FDI to Malta's financial sector. This is done by working closely with government agencies and other stakeholders to create an attractive and supportive environment for international businesses looking to establish operations in Malta.

Overall, FinanceMalta's efforts to promote Malta as a financial jurisdiction focuses on raising awareness of Malta's advantages as a financial centre and attracting investment to the country's financial sector.

Source: MFSA

Our Financial Services Centre in Numbers:



2,070+

AUTHORISED ENTITIES



13,900+

EMPLOYEES



4.3%

REAL GVA GROWTH
IN FINANCIAL SERVICES IN 2021



22

CREDIT INSTITUTIONS



39

SECURITISATION VEHICLES



52

FINANCIAL INSTITUTIONS



216

COMPANY SERVICE PROVIDERS



54

RETIREMENT SCHEMES



71

INSURANCE COMPANIES



4

RECOGNISED INCORPORATED
CELL COMPANIES



97

NOTIFIED ALTERNATIVE
INVESTMENT FUNDS



18

FUND ADMINISTRATORS



600

INVESTMENT FUNDS

Promotional Strategy

For each sector, FinanceMalta focuses its promotional efforts across four areas: **digital communication**; **in-person events**; **internationalisation**; and **media**.

FinanceMalta 15th Annual Conference



Over 30 speakers, contributors, experts and panellists from Malta and abroad contributed to FinanceMalta's 15th Annual Conference titled "Learning from the past: Looking to the Future".

Over 300 delegates attended the event, which was held on 1 December 2022 at the InterContinental Arena Conference Centre and was the first fully in-person annual conference it organised since the pandemic.

The President of the European Parliament Roberta Metsola addressed the conference, while Minister for Finance and Employment Clyde Caruana and a number of leading local and international experts discussed several themes through panel sessions and fireside chats. The event was chaired by leadership and innovation expert Deborah Webster and was opened by FinanceMalta's Chairman George Vella.

As indicated by the title, the conference focused on using lessons learned from the past to help the industry in the future. Its various sessions dealt with ways in which stakeholders can work collaboratively to ensure that Malta can continue to benefit from the opportunities for growth in financial services, amid the ever-changing economic and regulatory environment.

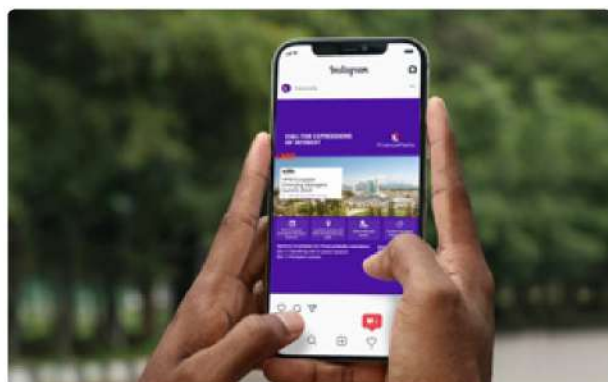
The annual conference featured high-calibre international speakers including, among others: the former president of the Financial Action Task Force (FATF) Dr Marcus Pleyer; the executive director of the European Banking Authority (EBA) François-Louis Michaud; Futurist and Professor of Practice, Imperial College Business School, Prof. David Shrier; and the Director for Financial and Enterprise Affairs at the Organisation for Economic Co-operation and Development (OECD) Prof. Carmine Di Noia.



FinanceMalta Rebranding



In 2022, FinanceMalta rebranded as part of an effort to update its image and better resonate with its target audience. The new branding was designed to be modern, professional, and reflective of the organisation's mission of being a leading financial services center of excellence. Such rebranding was timed to reflect Malta's refreshed efforts in promoting the financial centre post COVID as well as following Malta's removal from the FATF greylist.



The new brand was rolled out across all communications and materials, including the Foundation's website, social media channels, marketing materials and internal communications.



FinanceMalta 15th Anniversary



FinanceMalta celebrated its 15th Anniversary in 2022. To commemorate this milestone, the Foundation launched a special 15th Anniversary video that highlighted its achievements over the past 15 years. The video featured testimonials from members and industry leaders, who shared their personal experiences and the impact that FinanceMalta has had on their businesses and careers. It highlighted the organisation's efforts to promote Malta as a reputable and reliable financial services centre, and its contributions to the development of the financial services sector in Malta.



The video served as a way to celebrate the success of the Foundation as well as to thank its members and stakeholders for their support and contributions over the years, motivating them to keep Malta on its upward trajectory.



Digital Communication

Thanks to the range of digital communication tools available, FinanceMalta has not only ensured a regular output updating its members with its activities, but it has also managed to increase its follower base on all social media platforms, ensuring that its news was more widely disseminated. These tools include a quarterly emailed newsletter, social media platforms such as LinkedIn, Twitter, and Facebook, as well as a website that is regularly updated with relevant multimedia content.

MAIN WEBSITE

www.financemalta.org

Throughout 2022, FinanceMalta continued to improve the overall user experience and user interface of its website. In Q4 of 2022, following FinanceMalta's launch of the new branding, the website had to be reskinned to reflect the new visual identity and messages. The website's new design is modern, professional and easy to navigate. The innovative design also incorporated added functionalities to improve user experience, like a dynamic and responsive layout, easy access to relevant content, and an updated search feature in the Membership Directory.

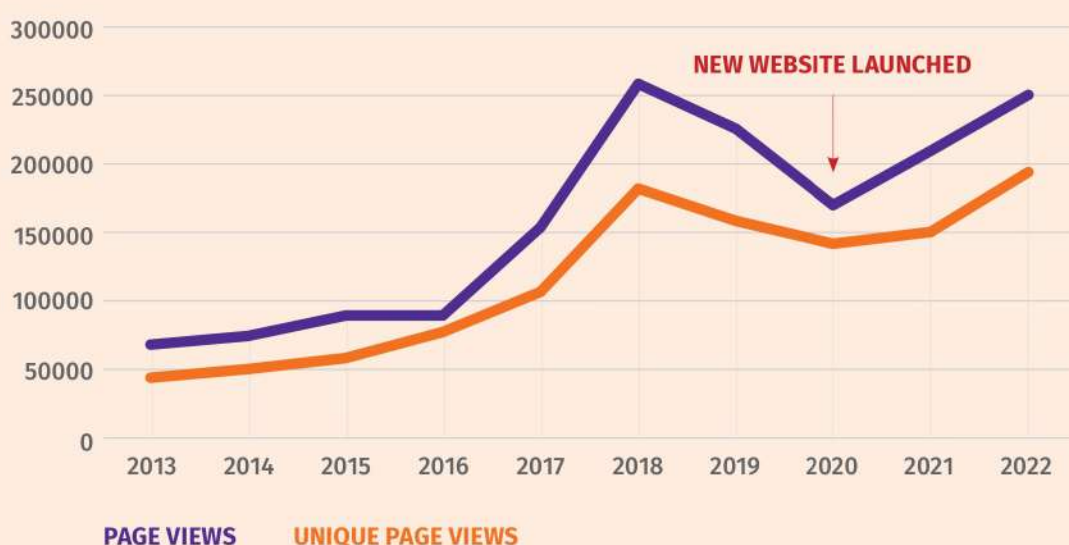
FinanceMalta members can utilise the FinanceMalta website to: share news updates related to the financial services industry; promote their upcoming events; apply to Calls for Expression of Interest; and download content provided available exclusively for members.

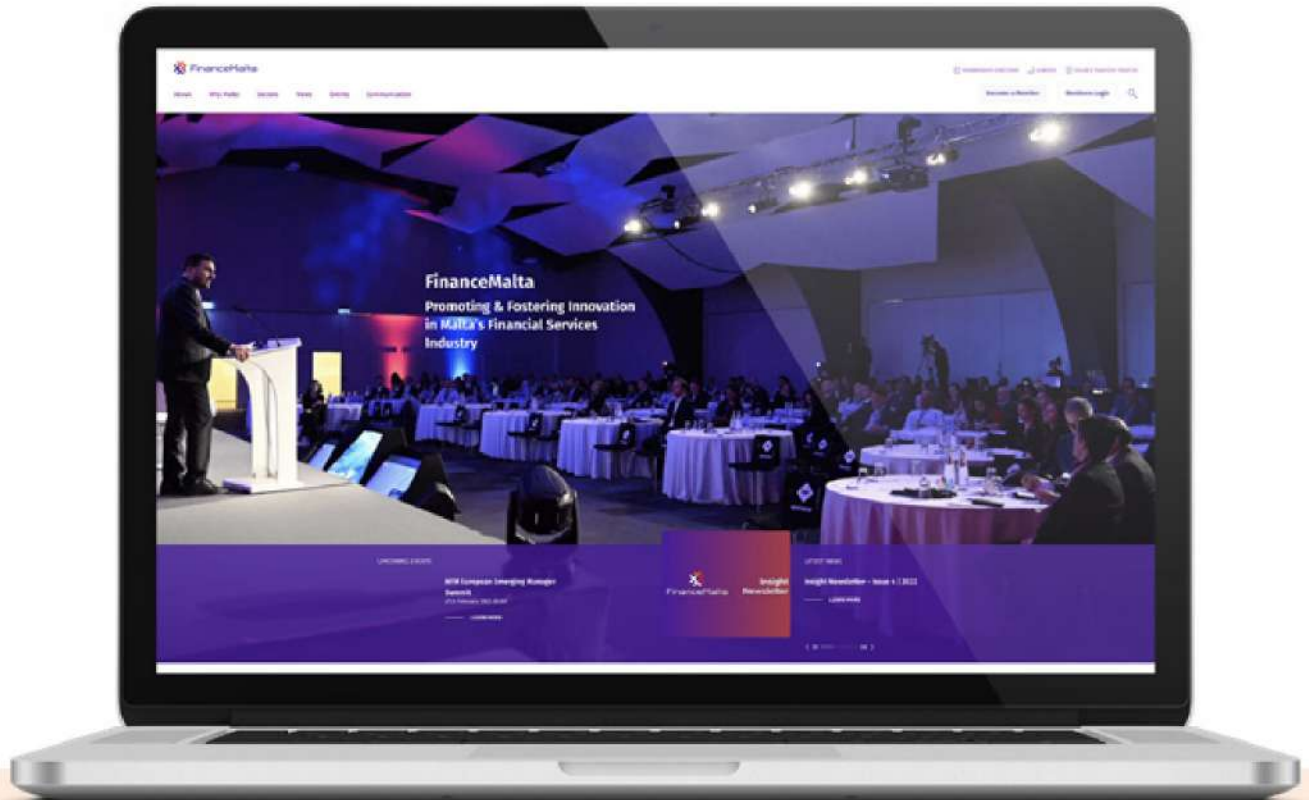
The following actions were taken to improve the performance of FinanceMalta's website in the course of 2022:

- **Re-skinning** of the website to reflect the rebranding
- **Updating** all the information on the financial sectors pages
- **Content optimisation** for SEO purposes on all pages
- A quarterly **SEO audit**
- **Frequent artwork updates** to keep the site fresh and appealing

The results were very satisfactory. In 2022 FinanceMalta has increased its page views by 28.7% when compared to 2021 – reaching 250,963, 89% of whom were unique visitors.

financemalta.org data over the past 10 years





ANNUAL CONFERENCE MICROSITE www.fmannualconference.org

In October 2022, FinanceMalta created a brand-new microsite ahead of its 15th Annual Conference, which provided interested delegates with information about the conference speakers, agenda and sponsors. It also allowed visitors to purchase tickets for the conference. The micro-site was designed and populated in-house, which helped to minimise costs.



SITE SESSIONS

3,210



UNIQUE VISITORS

2,085



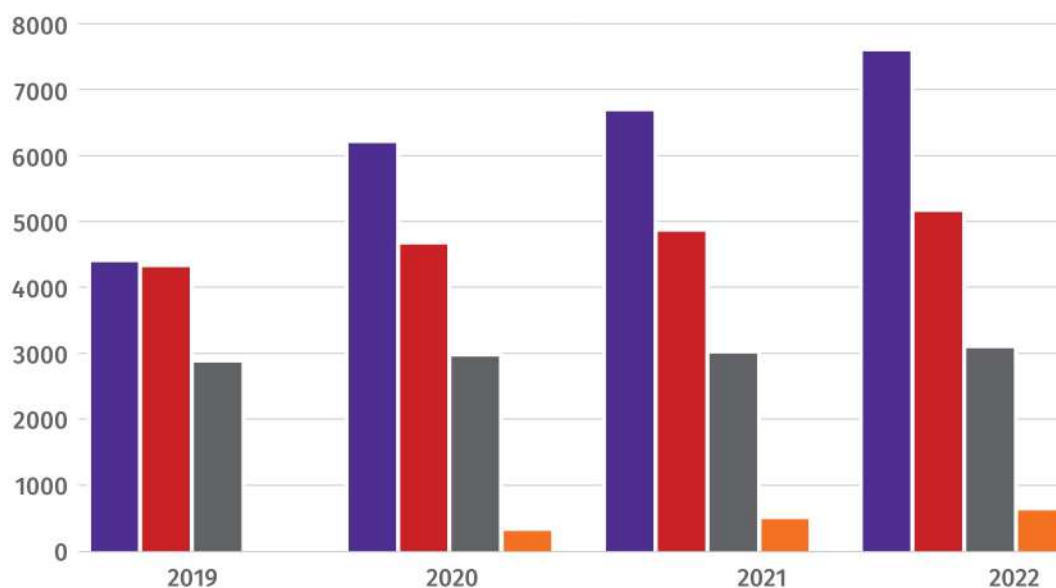
VISITED BY

60+

COUNTRIES

Social Media

FinanceMalta social media data over the past 4 years



LINKEDIN	4,508	2019
	6,336	2020
	6,830	2021
	7,753	2022

TWITTER	2,981	2019
	3,076	2020
	3,122	2021
	3,202	2022

FACEBOOK	4,437	2019
	4,786	2020
	4,987	2021
	5,290	2022

INSTAGRAM	386	2020
	570	2021
	712	2022

GOOGLE MY BUSINESS

2021

7,000+ Searched for FinanceMalta;
10,000+ Viewed FinanceMalta's Profile

2022

21,582 Searched for FinanceMalta;
25,720 Viewed FinanceMalta's Profile

FinanceMalta is active on five social media platforms: LinkedIn, Facebook, Twitter, Instagram, and YouTube.

These channels were used extensively to pursue several objectives, among which:

1. **Promote Malta as a jurisdiction**
2. **Promote FinanceMalta activities**
3. **Promote FinanceMalta membership**
4. **Give visibility to FinanceMalta members**

LinkedIn is the most widely used platform in the financial services industry, both on an international and local level. **Twitter** is very popular among international players, while **Facebook** is more widely used in Malta. We use these three social media platforms in similar ways since the target audience is also similar, apart from the geographical element.

Posts on these platforms included: #FinTalks Shorts; promotion of FinanceMalta initiatives; information on the calls for Expressions of Interests issued, celebrating FinanceMalta's 15th Anniversary; uploading real-time content from local and international events; sharing thought-leadership articles and industry updates posted by FinanceMalta members on the Foundation's website; as well as other information pertaining to members.

Google My Business was added to the marketing mix in 2021 and during 2022 it helped FinanceMalta to get discovered by new users. This platform was introduced to further improve FinanceMalta's Search Engine Optimisation efforts. The views on FinanceMalta's Google My Business profile increased by 201.3% and the searches also increased by 157%.

Image/Video series

During 2022, FinanceMalta posted daily updates on all social media platforms. The aim of creating the image/video series was to increase the level of engagement with our followers, boost our organic reach, and create quality content. FinanceMalta retained two image series from the previous year and added four brand new image/video series:

(IMAGE SERIES)

1 #WHYMALTA

Promotes the Unique Selling Points of Malta in financial services.

(IMAGE SERIES)

2 #NOTONLYBUSINESS

Showcase the quality of life in Malta. By publishing such posts, the heritage of Malta, its culture and traditions, as well as the activities available outside business hours are promoted.

(IMAGE SERIES) TIME CAPSULE SERIES

3 FINANCEMALTA 15th ANNIVERSARY

FinanceMalta launched a special social media image series to celebrate its 15 years in operation. Photos from previous annual conferences were posted on all social media platforms and branded for the FinanceMalta 15th Anniversary.

(IMAGE SERIES)

4 THE STORY BEHIND

Posted on public holidays, these enabled FinanceMalta to explain the historic context of the relevant feast day. Such posts are mainly targeted at our foreign social media followers.

(IMAGE SERIES) SPECIAL EDITION:

5 WOMEN IN FINANCE

During Q1 of 2022, the Foundation launched a one-time special edition social media image series highlighting quotes from four female participants in the article "Women in Finance" which was written for the Insight Newsletter.

(VIDEO SERIES)

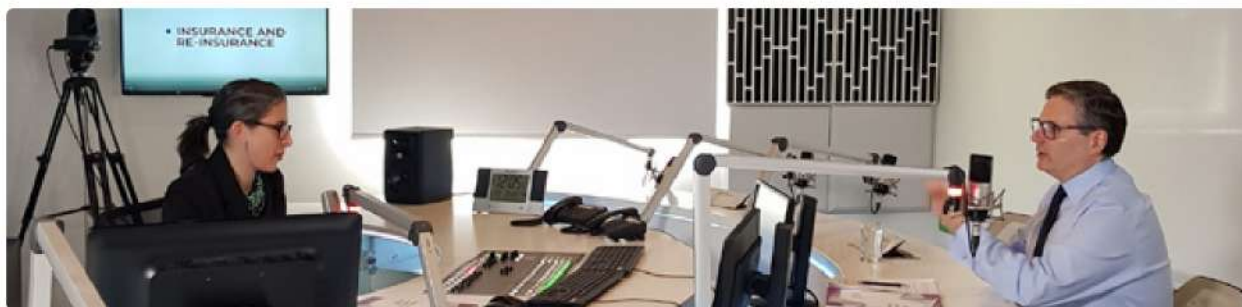
6 #FINTALKS SHORTS

Repurpose our podcast content and highlight key questions asked during the podcasts. The #FinTalks Shorts are approximately 5-minute videos posted on our socials.

(VIDEO SERIES)

7 VIDEO MESSAGES FROM INTERNATIONAL EVENTS

Although this series was introduced in 2021, during the year under review, FinanceMalta continued to post video updates from international events, giving visibility to the members who participated and represented FinanceMalta. Online engagement and response were very positive.



#FinTalks Podcast Series

#FinTalks - A chat with FinanceMalta is a podcast series hosted by FinanceMalta and featuring members and stakeholders operating in the financial services industry. The initiative was launched in 2021 and continued in 2022.

The #FinTalks series has two editions: the “Institutional edition” features representatives from a variety of entities regulating the industry and aims to provide updates on procedures, regulation

and new legislation. The “Members edition” offers FinanceMalta members the opportunity to tackle a topic of interest and, while increasing their own visibility, at the same times provides thought leadership on the various sectors. This is offered at no cost for FinanceMalta members.

Throughout 2022, nine episodes were published.

Below is a list of all the guests who participated in the #FinTalks podcast series during 2022:



DATE	SPEAKER	ORGANIZATION	TITLE
4 January	Lara Gail Micallef	GCS Malta	Drivers and challenges of an external auditing career
22 March	Helga Buttigieg Debono	NCC	The concept of the National Coordinating Committee on combating money laundering and funding of terrorism – its objectives and achievements four years after its establishment
29 March	Julian Goffin	Finductive	The evolution of the world of payments
5 April	Franklin Cachia	CSB	Security trusts: a new security measure for financing arrangements
12 April	Geoffrey Bezzina	OAFS	The Office of the Arbiter for Financial Services in Malta
17 May	Joseph Zammit Tabona Kenneth Farrugia Rudolph Psaila	FinanceMalta	Special Edition Podcast: FinanceMalta 15 th Anniversary
31 May	Pierpaolo Marano	University of Malta	Malta as an insurance hub: a cultural challenge?
7 June	Luciano Brincat	MFSA	Digital finance: a regulatory perspective
14 June	Steve Ellul	Ministry for Environment, Energy, and Enterprise	ESG & sustainable investing

*In Purple: **Members Edition Podcasts**

*In Grey: **Institutional Edition**

*In Orange: **Special Edition Podcast**

#FINTALKS KEY STATS



Emails and Direct Email Marketing

FinanceMalta has in place an email system to communicate with members and other individuals who opted to receive FinanceMalta information.

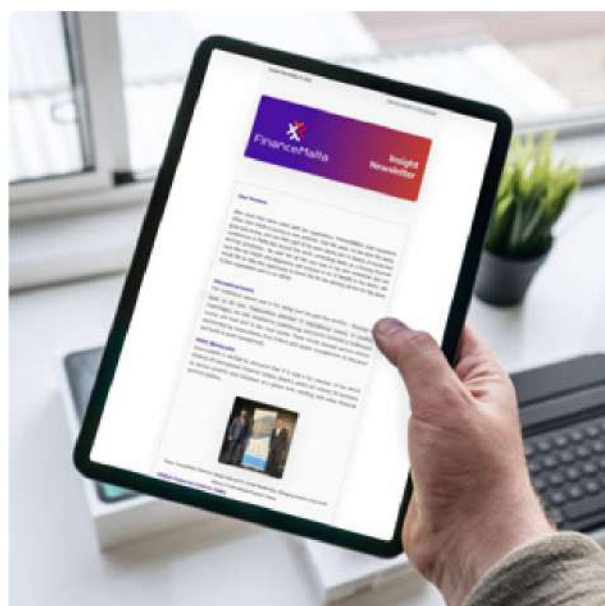
Email campaigns are used to inform our audience about the following:

1. Calls for Expressions of Interest
2. Upcoming local and international events
3. Invitations
4. Latest publications
5. Press releases
6. FinanceMalta Insight Newsletter
7. FinanceMalta Annual Conference – updates

E-Newsletter

The FinanceMalta Insight Newsletter is an electronic publication issued by FinanceMalta since September 2009. This digital publication is an important vehicle for enhancing the understanding, sound practices and growth of the Malta financial services industry to a targeted readership. The newsletter is rich in content with external links leading to FinanceMalta's website as the primary source of information.

During 2022, FinanceMalta published four editions of the Insight Newsletter (one every quarter) and registered record open and click-through rates. This was the result of the introduction of new content formats, such as the Insight Interview, guest articles, and the Member Spotlight section. In May 2022, FinanceMalta issued a special edition of the Insight Newsletter dedicated to the 15th Anniversary of the Foundation.



Insight Newsletter:

MARCH 2022

1. Editorial
2. Insight Interview with Chris Casapinta, Alter Domus
3. Member Spotlight interviews with CSB Group and Integra Private Wealth
4. Roundtable Interview: Women in Finance
5. Key Takeaways: Webinar Fostering FinTech in Malta
6. What to Expect from FinanceMalta in 2022
7. Upcoming Events

15TH ANNIVERSARY SPECIAL EDITION - MAY 2022

1. Editorial
2. #Fintalks Special Edition: 15 Years of FinanceMalta
3. Member Growth stories of BNF Bank, Konnekt, and Fexserv Fund Services
4. Thought Leadership Article: 15 Reasons Why
5. Thought Leadership Article: What's next? Five Trends and Developments to Watch
6. Thought Leadership Article: Building Bigger and Better Capital Markets
7. Launch of official video dedicated to the FinanceMalta 15th Anniversary
8. Upcoming Events

AUGUST 2022

1. Editorial
2. Article: George Vella appointed new

FinanceMalta Chairman

3. Insight Interview with Alan Cuschieri, Moneybase
4. Member Spotlight interviews with Elephant Tree Capital, Fyorn, Exchange Capital Partners, Muscat Mizzi Advocates, and Copy House
5. Thought Leadership Article: How Education Can Keep Up With Finance Transformation
6. Thought Leadership Article: An Evolving Regulatory Landscape
7. Key Takeaways: Panel discussion – Malta as an Insurance Hub
8. Launch of the FinanceMalta 15th Annual Conference
9. Upcoming Events

DECEMBER 2022

1. Editorial
2. Insight Interview with David Xuereb, ESG Alliance
3. Member Spotlight interviews with RMC Wise, Andaria Financial Services, and Zerafa Trustees
4. One-on-one interviews with WAIFC and Bank of Valletta plc
5. Article: WAIFC report looks at recovery and growth of SMEs
6. Article: Malta among top FinTech performers
7. Article: Malta moves up Smart Centres Index
8. Summary of FinanceMalta's Q4 Initiatives
9. Upcoming Events
10. Highlights from the FinanceMalta 15th Annual Conference and Q4 Events

Mondaq – 2022 Analytics

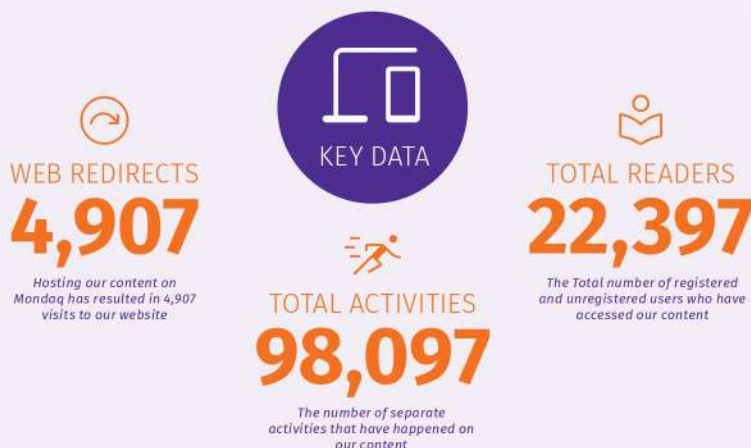
Mondaq is an intelligent syndication platform providing world class content and insights from professional services firms.

KEY ANALYTICS:

- The total number of users who have accessed FinanceMalta's content on the Mondaq website in 2022 = 22,397
- Mondaq's posting of FinanceMalta's content on their website during 2022 resulted in 4,907 visits to the Foundation's website.

KEY INSIGHTS (DURING 2022):

- FinanceMalta's content was amongst the most read in the 'Not For Profit Industry' category in European Union.
- FinanceMalta was one of the top contributors of Mondaq content in European Union.
- FinanceMalta was a top contributor to finance and banking globally.



108	Articles generated by FinanceMalta published in 2022
418	Total Articles Live (Historic)
90,040	Total Reads in 2022
294,788	Total Reads (Historic)

FinanceMalta in 2022



Promotional Initiatives

Events

After two years of limiting in-person events due to the pandemic, FinanceMalta resumed its activities in full force during 2022. The Foundation participated in a total of 35 events – 30 in-person and 5 virtual – throughout the year.

FinanceMalta Events

The 15th FinanceMalta Annual Conference 30 November - 1 December 2022 | St Julians, Malta



The 15th Annual Conference was the most important event of the year for FinanceMalta. The conference was organised in a face-to-face format, following two years during which a hybrid format was adopted due to the COVID-19 pandemic.

The conference was held at the InterContinental Conference Centre in St Julian's, and featured over 30 local and international speakers. Over 300 delegates attended the conference, which allowed ample opportunity for networking, not only during the day of the conference but also on the previous evening during the pre-conference networking event. The conference was supported by 11 sponsors, who set up promotional booths in the networking area of the conference centre.

The Annual Conference was also an opportunity for FinanceMalta to reveal its new branding.



Together. Again. FinanceMalta meets FinTech 28 April 2022 | Valletta, Malta



"Together. Again. FinanceMalta meets FinTech" was the second sectoral event, following the one dedicated to the insurance industry held in November 2021. The event offered networking opportunities for the Foundation's members, as well as a one-hour panel discussion that tackled the current situation and, most importantly, the way forward for the FinTech sector. Speakers included Ronald Attard, MFSAC FinTech Sub-Committee Chairman (Moderator); Joseph Zammit Tabona, Chairman, MFSAC; Herman Ciappara, Head of Fintech Supervision, MFSA; and Gareth Genner, CEO and Group General Counsel, Trust Stamp, a member of FinanceMalta.

Together. Again. FinanceMalta meets Private Wealth & CSPs 12 May 2022 | Valletta, Malta



This was the third event of the "Together. Again." series. Speakers included Ramona Piscopo, Tax Partner, PiscoPartners (Moderator); Emily Benson, Head, Conduct Supervision, MFSA; Conrad Cassar Torregiani, Chairman of the Tax Sub-Committee, MFSAC; and Stephen Attard, CSP Sub-Committee & MBR Working Group, IFSP. As with all initiatives in the series, the event included some contributions from the audience and was concluded by networking drinks.

**Together. Again. FinanceMalta meets
Funds & Asset Management**
26 May 2022 | Valletta, Malta



The fourth and final event of the series was moderated by Angele Spiteri Paris, journalist and research consultant. Speakers included Andre Zerafa, Funds and Asset Management Sub-Committee Chairman, MFSAC; Kenneth Farrugia, Chairman, MASA; Doreen Balzan, Head, Securities & Markets Supervision, MFSA.

Malta as an Insurance Hub
20 July 2022 | Valletta, Malta



FinanceMalta teamed up with the Department of Insurance and Risk Management of the University of Malta. It was aimed at international and local professors, students who attended a one week insurance course organised by the University of Malta, as well as FinanceMalta practitioners and advisors operating in the insurance industry. The event was moderated by Pierpaolo Marano, Associate Professor, Department of Insurance and Risk Management, FEMA, University of Malta. Panelists were Dominique Sizes, President, BIPAR - the European Federation of Insurance and Financial Intermediaries; Matthew Bianchi, Deputy Chairman, FinanceMalta; Ray Schembri, Head, Insurance & Pensions Supervision, MFSA; and Ramon Mizzi, Association of Insurance Brokers. Some 70 participants attended and contributed to the event.

In-Person Third Party Events

In order to be as efficient and effective as possible with the limited resources it has at its disposal, FinanceMalta teams up with its founding associations, its members, Government entities and third party organisers to increase its promotional efforts.

Malta Day at the EXPO
19 January 2022 | Dubai, UAE

At the invitation of the Prime Minister, Chairman Rudolph Psaila attended the official ceremony on the occasion of the Malta Day at the Dubai EXPO.

**The Maltese Fund Jurisdiction:
Solid History - Bright Future**
29 March 2022 | Prague, Czech Republic



The seminar was organised by three FinanceMalta members (BOV, Camilleri Preziosi and REYL) and AQA Capital to promote the Maltese fund jurisdiction to the Czech market. FinanceMalta supported the event and its COO Ivan Grech, opened the event with a welcome address. Over 40 delegates participated.

Innovate Finance Global Summit
4-5 April 2022 | London, UK



FinanceMalta participated at the Innovate Finance Global Summit together with Malta Enterprise, with the aim of offering a holistic view of what Malta has to offer with regards to FinTech, especially with regards to start-ups.



FinanceMalta and Malta Enterprise manned the “Invest in Malta” stand, which saw many interactions with potential investors.

Matthew Brawley from FinanceMalta member Trust Stamp also participated at the event. Around 1,500 people attended the event over the two days.

City Week 2022

25-27 April 2022 | London, UK



City Week 2022 ran over three days, with a specific focus for each, namely climate change, regulation and FinTech. FinanceMalta had an exhibitor stand at the event, and its delegation included Joseph Portelli (MSE), Anabel Mifsud (Fexserv), Paul Falzon (Ganado Advocates), Nicola Buhagiar (Camilleri Preziosi) and Andrea Nurchi (FinanceMalta). Mr Portelli moderated the session “Payments – will innovative cross-border payment solutions lead to the disintermediation of banks?”

CEE Wealth Summit

5 May 2022 | Vienna, Austria

The CEE Wealth Summit was one of the events attended by FinanceMalta for the first time. The Foundation participated with Chairman Rudolph Psaila and Senior Manager – Business Development, Andrea Nurchi. The event was attended by some 150 delegates and proved to be an excellent occasion to network with venture capitalists, investment fund managers, family offices and their advisors.

CBP International

11-12 May 2022 | Dubai, UAE

CBP International addressed key issues faced by internationally mobile private clients. Around 90 delegates attended the 1-day event with an agenda focussed on regional developments, succession planning, real assets investment opportunities and tax/immigration planning. FinanceMalta had an exhibitor stand and was represented by Silvio Cilia (Corrieri Cilia) and Ivan Grech (COO, FinanceMalta). Dr Cilia also participated in a panel session on behalf of the Foundation.

Transcontinental Trusts

18-20 May 2022 | Geneva, Switzerland



The Foundation had an exhibitor stand at this conference, considered by many FinanceMalta members as one of the most relevant in the field of wealth management. The delegates representing FinanceMalta were: Malcolm Becker (Bentley Trust); Henno Kotze (Dixcart); Liana Micallef (EWS Trustees); Claire Domancich (Alter Domus); and Andrea Nurchi (FinanceMalta). Mr Becker participated in a panel session called “Jurisdiction update” in which experts from different countries discussed the latest developments in the sector.

EMex Europe

1 June 2022 | Zurich, Switzerland



EMex Europe (Emerging Manager Exchange – Europe) was a 1-day event attended by a FinanceMalta delegation including Chris Casapinta (Alter Domus); Anabel Mifsud (Fexserv); and Andrea Nurchi (FinanceMalta). FinanceMalta featured on two agenda items: Mr Casapinta participated in a panel session titled “Fund structuring and domicile: what’s the best option for you?” while Ms Mifsud hosted a round table bringing together over 20 delegates, to illustrate the main advantages that Malta offers in the funds industry.

Money 20/20 Europe

7-9 June 2022 | Amsterdam, Netherlands



Money 20/20 Europe is one of the biggest FinTech and payment conferences in Europe. It gathered over 7,000 delegates in Amsterdam and this was the first time that FinanceMalta sponsored it. The Foundation was present with a stand and a delegation which included Charlon Scicluna (Finaro); Jens Podewski (FinXP); Karl Wismayer (Seed); and Andrea Nurchi (FinanceMalta).

Global ABS

14-16 June 2022 | Barcelona, Spain



Global ABS is the most relevant European event dedicated to securitisation. The sponsorship package secured by FinanceMalta included an exhibitor stand, a speaking position in a panel and several delegate passes. The FinanceMalta delegation included Nick Curmi and Luke Hili (Ganado Advocates); Malcolm Falzon (Camilleri Preziosi); and Andrea Nurchi (FinanceMalta). Mr Curmi was selected as a speaker and participated in a session titled "Shaping the Financial Markets: Regulatory Review of Article 46". The Malta Stock Exchange was also an exhibitor at the event, and together with FinanceMalta, secured two adjacent stands offering a larger area from which to promote the jurisdiction.

Family Office – UK Forum

14-16 June 2022 | London, UK

The Family Office series is another event that FinanceMalta attends regularly due to the interest shown by many of its members. The Foundation was represented by Michelle Oakes (Zeta), who participated in a panel session titled "FO-Advisors: How to...?"

Hedge Fund European Digital Assets Summit

29 June 2022 | London, UK

FinanceMalta had an exhibition stand at the conference. The FinanceMalta delegation included Anabel Mifsud (Fexserv), James Farrugia (Ganado Advocates) and Ivan Grech (FinanceMalta). Ms Mifsud was selected as a FinanceMalta speaker for a fireside chat titled "Setting up a regulated cryptocurrency fund is possible".

Spear's 500 Live

7 September 2022 | London, UK



FinanceMalta secured a speaking slot in the conference, which was allocated to Przemyslaw Koger (Alter Domus), who participated in a panel discussion on "Firm Foundations – How to future-proof your succession planning". The FinanceMalta delegation included Nicholas Trapani Galea Feriol (Citco), and Ivan Grech (FinanceMalta). The delegates (around 220) consisted mainly of investment managers and advisors, family offices, leading legal firms and private bankers.



Nordic Fintech Week

27-28 September 2022 | Copenhagen, Denmark



FinanceMalta decided to attend and sponsor the event to test the Nordic FinTech scene. The conference gathered over 1,000 delegates and the following FinanceMalta members expressed interest and participated at the event: Deborah Chappell (Muscat Mizzi Advocates); Charlon Scicluna (Finaro); Paul Falzon and Caroline Gauci (Ganado Advocates); Alan Cuschieri (Moneybase). The delegation also included Andrea Nurchi and Karl Attard from FinanceMalta and a delegate from Malta Enterprise, which was offered a ticket in line with the spirit of cooperation with other Maltese entities.

FinanceMalta had a stand in the exhibition area, and also secured a speaking role in a panel session dedicated to wealth democratization, which was assigned to Dr Chappell. FinanceMalta also featured in the "Nordic Fintech Magazine", which was distributed to all delegates.

General Assembly and Annual Meeting of the World Federation of Exchanges (WFE)

27-29 September 2022 | Valletta, Malta



The General Assembly and Annual Meeting of the World Federation of Exchanges (WFE) brought together in Malta over 200 delegates from all over the globe and over 50 Exchanges. FinanceMalta was one of the sponsors of the event and was present with a stand. Ivan Grech attended the event on behalf of the Foundation.

STEP Conference Malta 2022

6-7 October 2022 | St Julians, Malta

FinanceMalta supported the event and offered its members a 10% discount on the price of tickets. Ivan Grech, Andrea Nurchi and Bernice Buttigieg from FinanceMalta participated at the event, which was an excellent opportunity not only to network with foreign delegates, but also with FinanceMalta members who attended the conference.

Start-up Festival

6-7 October 2022 | Kalkara, Malta



The Start-up Festival as organised by Malta Enterprise brought together local and international startups, as well as investors, venture capitalists and international leading figures in the tech space. The objective was to gather youngsters that aspire to be founders but also matchmaking for more advanced start-ups and scale-ups looking to strike deals with local and international angel investors. All relevant Maltese entities were invited to participate with a promotional stand. Andrea Nurchi was present at the event.

Malta Future Realised Conference 2022

18 October 2022 | Valletta, Malta



The conference gathered CEOs, CFOs, entrepreneurs, investors, advisors, and influential business and government leaders from Malta and all around the world, for a unique event designed to propel uncharted strategic thinking into meaningful action. FinanceMalta was allocated an exhibition space within the networking area. Ivan Grech, Bernice Buttigieg and Andrea Nurchi participated.

Emex London

19-21 October 2022 | London, UK



FinanceMalta participated at the event with an exhibitor stand and addressed a panel session as well as a roundtable session.

The FinanceMalta delegation included: James Farrugia, Ganado (Speaker); Anabel Mifsud, Fexserv (Round Table); Domenic Azzopardi, Alter Domus; Mark Caruana Scicluna, Ganado; and Andrea Nurchi, FinanceMalta.

European Captive Forum

9-10 November 2022 | Luxembourg



FinanceMalta participated at the European Captive Forum with a stand in a premium location of the exhibition area. The FinanceMalta delegation was composed of Matthew Bianchi (Deputy Chairman, FinanceMalta); Malcolm Falzon (Camilleri Preziosi); Ian Stafrace (Atlas); Simon Camilleri (Bee); Nadia Cassar (Ganado Advocates); Julian Boffa (EUcare); and Andrea Nurchi (FinanceMalta). Another delegate pass was allocated to Alfred Parnis (MFSA) who participated in a regulatory panel discussion.

Emerging Managers Summit

16 November 2022 | London, UK



The HedgeWeek Emerging Manager Summit was attended by over 100 delegates. The FinanceMalta delegation was composed of Andrew Caruana Scicluna (Camilleri Preziosi), Luigi Farrugia (Ganado Advocates) and Andrea Nurchi (FinanceMalta). The Foundation had an exhibition stand in the networking area.

Fintech Focus Summit - Digital Transformation

1 November 2022 | London, UK



The Fintech Focus Summit - Digital Transformation was attended by some 100 delegates. Deborah Chappell (Muscat Mizzi Advocates) was selected as the speaker on behalf of FinanceMalta and participated in a session titled "Wealth democratisation: meeting new demand for wealth building products". Andrea Nurchi participated and manned the FinanceMalta stand.

Private Wealth UK - Autumn Forum 17 November 2022 | London, UK



FinanceMalta participated at the well-attended Private Wealth UK - Autumn Forum with a delegation composed of Aronne Debono (BoV Fund Services), Andrew Caruana Scicluna (Camilleri Preziosi) and Andrea Nurchi (FinanceMalta). FinanceMalta was allocated a stand in the networking area. Mr Debono spoke in a panel session on behalf of the Foundation, and also hosted a roundtable discussion in the afternoon.

The Annual Master in Accountancy Conference 1 December 2022 | St Julians, Malta

FinanceMalta supported this event, organised by the final-year students of the Master in Accountancy within the University of Malta. The students presented their findings targeting an array of topics, including financial reporting, credit institutions, insurance, ESG, accountancy and the gaming industry. The conference brought together around 100 students, together with university lecturers, representatives of sponsors, and a number of accountants, auditors and other warranted practitioners.

Private Wealth Switzerland 14 December 2022 | Zurich, Switzerland



FinanceMalta participated in the well-attended Private Wealth Switzerland Forum with a delegation composed of Ruzbeh Bacha (CityFalcon), Henno Kotze (Dixcart Malta) and Andrea Nurchi (FinanceMalta). A stand was also allocated to FinanceMalta in a premium location within the networking area. Ruzbeh

Bacha spoke in a panel session dedicated to "The role of Alternative Investments in a diversified investment portfolio", and also hosted a roundtable discussion in the afternoon, in which Mr Kotze participated, with the title "How to leverage AI and automation for better and faster investment decisions?"

Online Events

Fostering FinTech in Malta Webinar 8 February 2022 | Local/International Online



The webinar was organised by FinanceMalta following a request made by our member RiskDeck. This initiative explored the Maltese FinTech ecosystem and provided information on how FinTech operations can settle in Malta, as well as the challenges and opportunities offered by the jurisdiction. Moderated by Ian Gauci, Managing Partner, GTG Advocates, the webinar featured Lucas Maliczak (Head of Development, RiskDeck), James Camilleri (Co-Founder & CEO, Fyorin), Dimitris Litsikakis (CEO, deVere E-Money) and Herman Ciappara (Head, Fintech Supervision, MFSA) as panellists.

Members Meeting 2022 15 February 2022 | Local Online



The Members Meeting 2022 was held on 15th February 2022. Chairman Rudolph Psaila illustrated what had been done by the Foundation over 2021 and presented the plan of activities for 2022. Over 50 members registered for the event, which was held virtually and included a Q&A session.

Emerging Manager Exchange June 2022 | International Online

FinanceMalta sponsored an episode of the podcast series Emerging Manager Exchange published by Informa Connect. The selected speaker for this episode was Rebecca Xuereb (BOV Fund Services) who featured in an episode titled "What makes Malta the domicile of choice for Emerging Managers?"

"Compliance remains high on Malta's agenda: an overview of the MLRO officers and the Unified AML Directive Webinar

14 September 2022 | Local/International Online



This webinar was organised in cooperation with FinanceMalta member Fran Moisa. It focused on the role of the compliance/MLRO officers (which has evolved significantly due to increased scrutiny and regulations) and on the Unified AML Directive and its implications in the EU context and for Malta. Panellists were Fran Moisa and Charles Cassar, founder of Shoulder Compliance, an anti-financial crime consultancy focusing on AML/CFT, sanctions and anti-market abuse. Over 250 people registered for the event.

FinTech Ecosystems of Malta and Turkey 26 October 2022 | International Online



FinanceMalta teamed up with Tech.mt and Malta Enterprise to organise this event, following a suggestion made by H.E. Theresa Cutajar, Ambassador of Malta to Turkey. The objective was to give companies the opportunity to explore the FinTech ecosystems of Malta and Turkey, with presentations by entities from Malta and Turkey.

The event included the participation of CityFALCON as a testimonial and success story of a foreign tech company which established operations in Malta. Andrea Nurchi gave a presentation on the financial services sector in Malta. 75 people registered for the online event.



Members' Testimonials

"We joined FinanceMalta at a conference in Switzerland to meet with senior executives at major wealth and asset management firms. Apart from significantly subsidising the cost of the ticket, FinanceMalta connected us with potential sales leads and potential partners at the event. We look forward to attending more events with them."

RUZBEH BACHA
Founder & CEO, CityFalcon



"FinanceMalta generously provided FinXP with the opportunity to attend Money 20/20 Europe in Amsterdam. I am grateful for this as at the event we had the opportunity to meet with important partners in the FinTech space. Being a member of FinanceMalta has been very beneficial as through their platform they have helped us build our brand exposure and credibility in the market."

JENS PODEWSKI
CEO, FinXP



"We had the opportunity to attend the #Spears500Live event in London in which we participated in the panel discussion on 'Firm Foundations – How to future-proof our succession planning in 2022'. It was an opportunity for us to discuss Trusts as Foundations in front of an established audience. We are very pleased how FinanceMalta handled our interest in the event. We believe that this event was good for promoting both Alter Domus and FinanceMalta."

PRZEMYSŁAW KOGER
Head of Relationship Management Malta, Alter Domus



"The coordination and support by FinanceMalta at this important event was key for the Maltese insurance players to showcase Malta and the services that the Maltese market can offer to the international captive insurance community. The FinanceMalta stand was a buzzing hub of networking activity which will certainly lead to the creation of new business opportunities, for both Eucare and the other Maltese insurance companies and managers".

JULIAN BOFFA
Manager – International Business Development, EUCARE



"In 2022, Muscat Mizzi Advocates had the pleasure of joining the FinanceMalta delegation in Copenhagen and in London. Together with other colleagues, we had the opportunity to discuss the challenges and opportunities of the financial services industry, as well as the solutions offered by Malta as a growing and ambitious financial centre."

FinanceMalta has been exceptional in facilitating access to these events, and to give Malta the prominence it deserves. We have benefitted greatly from the various exchanges with other practitioners, and we look forward to attending similar events in the future."

DEBORAH CHAPPELL
Partner, Muscat Mizzi Advocates



Internationalisation



FinanceMalta becomes a member of the World Alliance of International Financial Centers (WAIFC)

“We are delighted that FinanceMalta has been accepted as a full member of WAIFC at the recent AGM held in Casablanca. WAIFC brings together financial centres from across the globe, sharing best practices and tackling issues that are common to all centres such as sustainable finance, innovation and fintech, and human capital. FinanceMalta will contribute to this dialogue, seeking to provide the alliance with insight from a small but dynamic European Union financial centre.”

GEORGE VELLA, Chairman, FinanceMalta

“We highly welcome FinanceMalta as a new WAIFC member. During my past visits, I got to know Malta as an extremely active and very innovative ecosystem for financial services and beyond. Add to that the special location in the south of the EU, between Italy and North Africa, which makes Malta an ideal bridgehead between the continents. The FinanceMalta team, with whom we have been working closely for some time, is highly professional, and the WAIFC management is very much looking forward to further, even more intensive exchanges.”

DR JOCHEN BIEDERMANN, Managing Director, WAIFC





Internationalisation Events

World Alliance of Financial Centers (WAIFC) Annual Board Meeting 9-21 October 2022 | Casablanca, Morocco

As part of the internationalisation strategy of FinanceMalta, the Foundation attended the Annual Board meeting of the World Alliance of Financial Centers (WAIFC) held in Morocco, where it was granted member status. WAIFC, which was set up in 2018 in Paris, facilitates cooperation between financial centres, the exchange of best practices, and communication with the general public. WAIFC is a non-profit association based in Brussels, and its members are city governments, associations, and similar institutions developing and promoting their financial centres. With the addition of FinanceMalta, WAIFC has 21 members.

EU Roundtable of Financial Centres and Federations 21-22 November 2022 | Luxembourg

Chairman George Vella represented FinanceMalta at the EU Roundtable of Financial Centres and Federations, helping to raise the Foundation's institutional visibility at an international level. The EU Roundtable serves as a Regional Chapter of WAIFC. A total of 11 organisations, representing EU financial centres and federations from eight EU member countries including FinanceMalta for Malta, signed a Memorandum of Understanding.

Media

Publications

In 2022, FinanceMalta contributed to a total of six publications: four printed and two digital.

The printed features included reports in industry magazines about the jurisdiction, and 'thought leadership' articles in event-related publications. These features provided an opportunity for FinanceMalta to share its expertise, insights and perspectives on the financial services industry, and to promote Malta as a financial jurisdiction. The publications also helped to raise the profile of the Foundation and its members.

The two digital publications were online industry publications and websites, an alternative platform for FinanceMalta, reaching a wider audience. The Foundation's contributions to these publications were in the form of articles, interviews, and opinion pieces.

Printed

Captive Review Malta Report

Publication: Malta Report 2022
 Publisher: Captive Review
 Industry sector: Insurance/Re-insurance
 Published: Two-page article
 Month: March 2022



Nordic Fintech Magazine - Nordic Fintech Week Special Edition Featured Article

Publication: Nordic Fintech Magazine
 Publisher: Nordic Fintech Magazine
 Industry sector: FinTech
 Published: One-page article
 Month: September 2022



2022 Malta Stock Exchange Business Review

Publication: MSE Business Review 2022
 Publisher: Malta Stock Exchange
 Industry sector: General
 Published: Two-page article + Full page advert
 Month: October 2022



Malta Supplement

Publication: Malta Supplement
 Publisher: Arabian Business
 Industry sector: General
 Published: Half-page article
 Month: October 2022

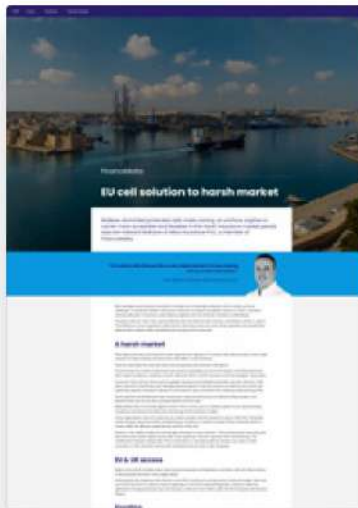


Online

FEATURED ARTICLE

Captive International Europe Focus

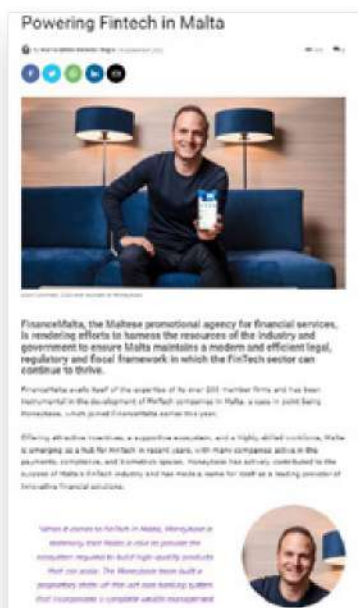
Publication: Captive International Europe Focus
 Publisher: Newton Media Ltd
 Segment: All
 Industry sector: Insurance/Re-insurance
 Published: One-page article + Full page advert
 Month: April 2022



FEATURED ARTICLE

Powering FinTech in Malta

Publication: Nordic Fintech Magazine
 Publisher: Nordic Fintech Magazine Online Portal
 Segment: All
 Industry sector: FinTech
 Published: One-page article
 Month: September 2022



Press Coverage

FinanceMalta promotes Malta's visibility as a financial centre by engaging the services of an agency to issue regular press releases aimed at the local and international media. Throughout 2022, the following 11 press releases were issued, resulting in coverage across various publications.



FEBRUARY

FinanceMalta delineates plans for 2022 during members' meeting



APRIL

FinanceMalta to mark its 15th anniversary



MAY

FinanceMalta organises networking event for FinTech community

FinanceMalta back on the road to promote Malta internationally



JUNE

FinanceMalta welcomes FATF's decision to remove Malta from the greylist



SEPTEMBER

FinanceMalta continues to promote Malta's financial centre in international events



OCTOBER

FinanceMalta to host its 15th Annual Conference

High calibre international speakers for FinanceMalta's 15th Annual Conference



NOVEMBER

FinanceMalta raises its international profile and joins the World Alliance of Financial Centers

BOV is the main sponsor of FinanceMalta's 15th Annual Conference



DECEMBER

FinanceMalta holds 15th Annual Conference and unveils new brand identity



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