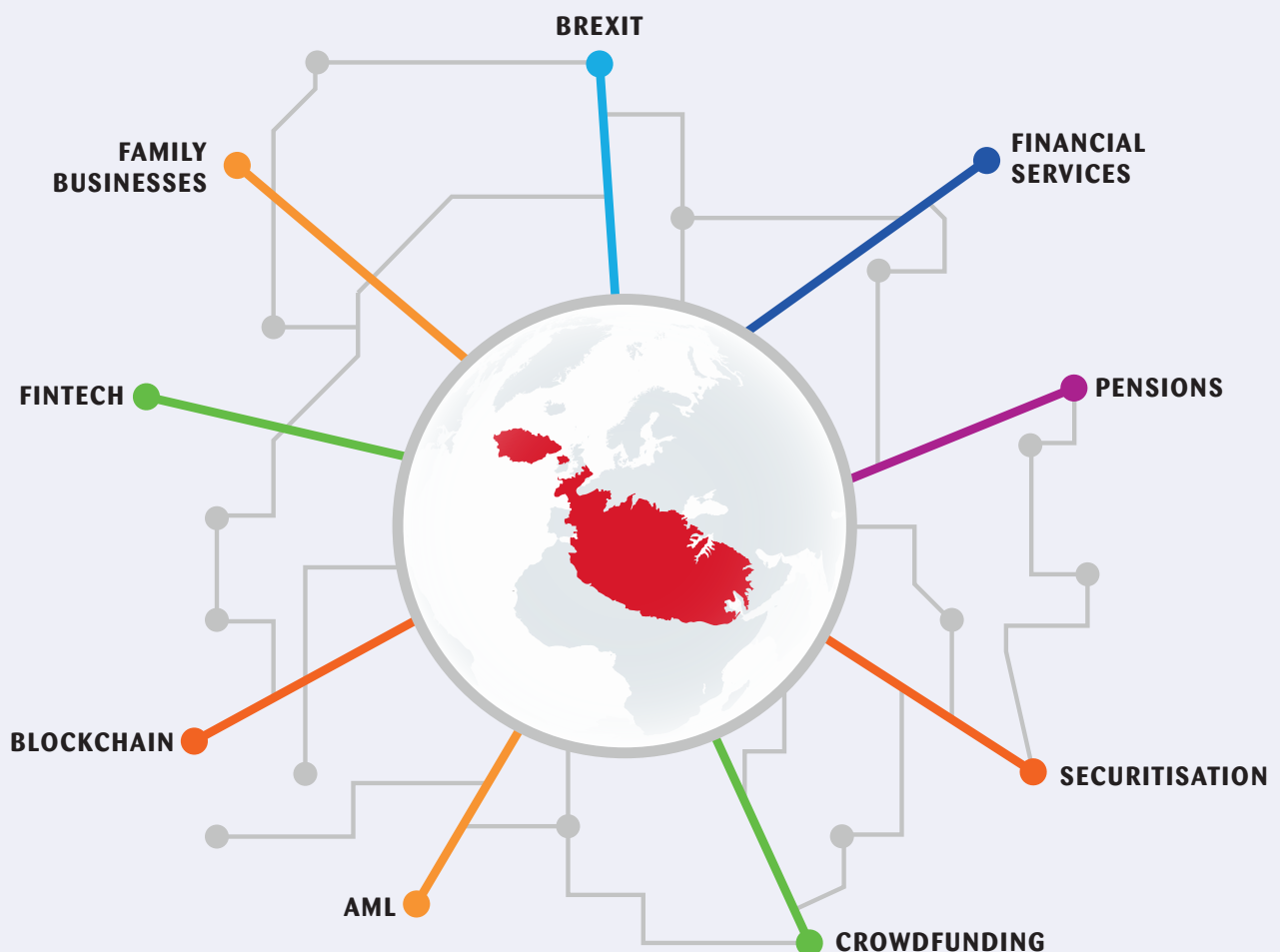
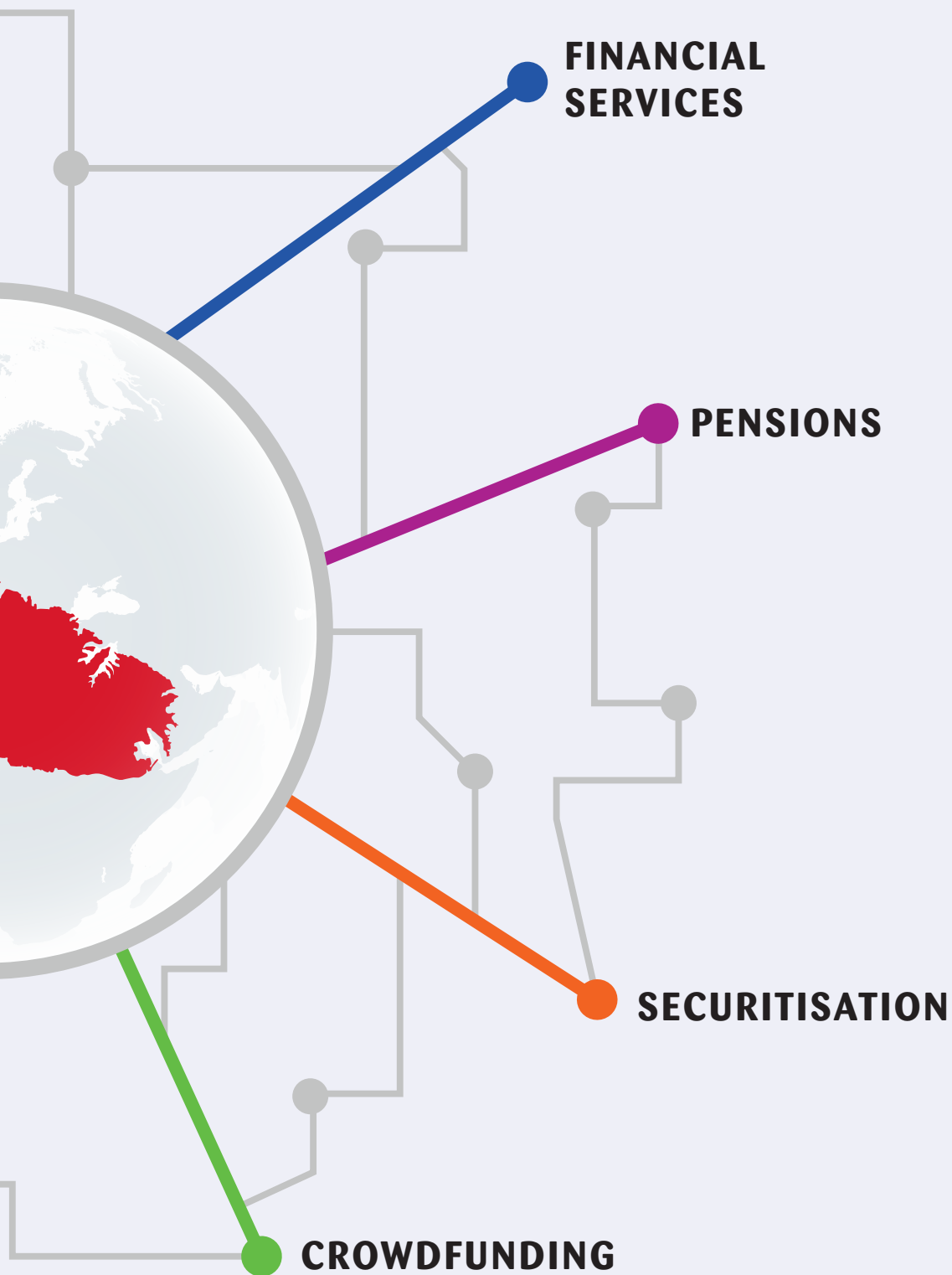


# Annual Report 2017



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# Chairman's Statement



**This calendar year was yet again an eventful one for FinanceMalta. In fact, over the period under review, FinanceMalta organised no less than 54 domestic and international events with the view to promote Malta's value proposition across the asset management, insurance, private wealth and digital sectors. Whilst the core promotional initiatives were organised in Europe, various other initiatives were also organised in a number of other markets to include Abu Dhabi, Dubai, Switzerland, Hong Kong, USA and Singapore. These initiatives were aimed at promoting business across the aforementioned key target segments but also including Wealth Management, Fintech, Intellectual Property as well as Financial Institutions and Ancillary Services.**

A brief summary of these initiatives follows hereunder.

## Conferences and Events

Apart from the numerous events directly organised by FinanceMalta both locally and abroad, a number of events were also co-organised with members of FinanceMalta, and in association with renowned international media houses. FinanceMalta also participated in various specialised international financial services conferences focusing on the aforementioned sectors with the view to promote Malta's value proposition in this regard.

Notably, during the course of last year, FinanceMalta equally organised a number of events around the blockchain and cryptocurrency arena in support of the national thrusts in developing this new sector.

## Educational Clinics

FinanceMalta's role is not solely limited to the promotion of Malta as a financial entre but equally

to promulgate information on the industry aimed at educating and informing its members and the wider stakeholders of this dynamic economic sector on industry related matters. Blockchain dominated the theme of these clinics as invariably it was felt that there was a significant demand for information in this regard.

## PR and Thought Leadership Articles

In ensuring a comprehensive reach through the various media channels, the financial service industry was also featured in the print media through a total of 45 thought leadership articles, adverts and advertorials that were published in local and international journals throughout the course of last year. This comprehensive body of public relations, marketing and promotional activity was aimed at supporting the various financial sectors of the industry and elevating the visibility of Malta's proposition.

## Digital Presence - Website & Social Media

Apart from the conferences, events and print media



FINTECH

BLOCKCHAIN

AML

**Kenneth Farrugia**  
Chairman

initiatives, the industry's presence in the digital space remains firmly anchored as a pillar of our promotional strategy as the various initiatives undertaken through email marketing, information-rich website and social media-led initiatives will confirm. Suffice to mention that, as a result of these initiatives, FinanceMalta's website traffic has experienced a year on year 33% increase, with equally strong double-digit increases registered on the LinkedIn (19%) and Twitter (12%) platforms.

### Other Initiatives

Other initiatives involved various meetings with candidate Honorary Consuls and Ambassadors where information on Malta's financial centre was duly provided. Throughout the year, FinanceMalta's management also held various meetings with international and local journalists, prospective investors, editors of international magazines, the Regulator, government ministries as well as a number of financial services associations.

### Going Forward

During quarters 3 and 4 of this year, the Board of Directors together with the management team have prepared a strong promotional plan to sustain the growth of the industry over the course of next year. This plan will see FinanceMalta sustain and strengthen the level of initiatives organised thus far in the key markets, tap opportunities in new markets, set in motion an international public relations strategy and, equally important, intensify the visibility of the industry in the digital channels.

Despite the challenges that the industry has faced over the course of last year, the Board remains optimistic that the opportunities for the growth of the industry going forward are abundant. Within this context, FinanceMalta will remain strongly committed to support the growth of the industry in collaboration with its members and other key stakeholders.

Lastly, I wish to take this opportunity to thank the Board of Directors, management and staff at FinanceMalta for their continued commitment and support in this journey. Equally, I must also thank our members for their accessibility and, more importantly, for their unconditional availability to support the various initiatives organised by FinanceMalta last year and look forward to their continued support in the exciting years ahead of us.

# Board of Governors



## **Kenneth Farrugia, Chairman**

Kenneth Farrugia joined Bank of Valletta plc (BOV), Malta's largest banking group, in 1985 and has since occupied various positions within the Bank. Kenneth currently holds the post of Chief Business Development Officer at Bank of Valletta plc and sits on the Group's Management Board. Kenneth is amongst others responsible for the improvement of the Bank's market position, as well as the achievement of financial growth and long-term strategic business goals. Kenneth is also the Chairman of FinanceMalta, Malta's national promotional body for financial services, and also serves as Chairman of the Malta Funds Industry Association. He is also the Chairman of Malita Investments plc which is listed on the Malta Stock Exchange. Kenneth is married to Kathleen and has two children.



## **Joseph V. Bannister, Deputy Chairman. *Term ended 31<sup>st</sup> October 2017***

Prof Joseph Bannister has served as Chairman of the Malta Financial Services Authority since 1999 and was also the Chairman of the Malta Financial Services Centre between 1995 and 1997. During 1990 and 1994 he served as Chairman of the Malta Development Corporation, Malta's inward investment authority. He was the Chairman of Tri-Med Fund Management Limited between 1998 and 1999 and Mid-Med Bank Overseas Limited in 1999, both subsidiaries of Mid-Med Bank Limited. He also serves as an independent director of a number of non-Maltese hedge funds for international institutions. Having graduated in sciences from the University of Malta and the University of Oxford, UK, he held positions in both Universities and the Cranfield Institute of Technology in the UK. He was also the pro-rector of the University of Malta between 2002 and 2006.



## **John Huber, Governor**

John Huber has worked in the field of tax for the past 26 years and since setting up his practice, he has acted both as an adviser to the Maltese Government as well a technical reference point in the drafting of the Malta Retirement Programme, the Global Residence Programme and The Residence Programme. John is a non-executive Director on a number of Maltese companies and a foreign investment services provider and has been approved by CYSEC. John is also a Board member on the Administrative Board of Malta Community Chest Fund and chairs the Finance Unit within the same Foundation.



## **Annalise Micallef, Governor**

Dr Annalise Micallef is a partner at Micallef & Associates, a firm of notaries and estate planners. She read a law degree and holds a Masters in Financial Services from the University of Malta. Dr Micallef practises as a notary public and is also actively involved in the regulation of the notarial profession as Vice-President of Malta's Notarial Council. Her main areas concern estate planning, most notably trusts and foundations. She is a member of the Society of Trust and Estate Practitioners (STEP) Malta Executive Committee and the STEP EU Committee which deals with issues concerning different EU initiatives. Dr Micallef currently sits on the Executive Council of the Council of the Notariats of the European Union (CNUE).



### **André Borg, Governor**

Dr André Borg is a lawyer by profession, partner at Borg & Associates Advocates law firm. Dr Borg was employed by Middlesea Group until taking on a new role at International Insurance Management Services Ltd being seconded to Italy in challenging times at Progress Assicurazioni S.p.A's legal and anti-fraud office, where he moved on to head the International and Major Claims unit. In Italy, he benefited from a scholarship in Business Entrepreneurship at the Università Cattolica del Sacro Cuore in Milano. He also worked at the European Parliament and the EU Court of Justice in Luxembourg. Currently, Dr Borg serves on a number of Boards and holds directorships in local financial service providers, private limited companies and charitable foundations.

### **Governor representing the Banking Industry**



#### **Mario Mallia, Governor. 1<sup>st</sup> January 2017 - 31<sup>st</sup> December 2017**

Mario Mallia was appointed Chief Executive Officer of Bank of Valletta in January 2016. Previously he had been appointed as the Bank's first Chief Operations Officer in October 2014. He joined BOV in 1979, and has previously carried out various other roles at the Bank, the most recent being those of Chief Finance Officer and Chief Risk Officer. Mario is chairman of the Asset-Liability Management Committee (ALCO), a member of the Management Board, and is a director sits on the boards of MSV Life plc, Valletta Fund Services Ltd and BOV Investments Ltd. He chairs the MSV Life Risk Committee. Mario graduated in accountancy from the University of Malta, holds the Certified Public Accountant warrant and is a Fellow of the Malta Institute of Accountants.

### **Governor representing the Insurance Industry**



#### **Matthew Bianchi, Governor**

Dr Matthew Bianchi is a partner at GANADO Advocates and heads the law firm's Insurance and Pensions division. He regularly advises re-insurance companies, insurance managers, captives, protected cell companies (PCCs) and insurance intermediaries and serves as the Secretary General of the Malta Association of Insurance Brokers and the Malta Insurance Management Association.

### **Governor representing the Institute of Financial Services Practitioners**



#### **Juanita Bencini, Governor**

Juanita Bencini is an ex-KPMG partner where for 17 years she headed Risk Consulting Advisory within the Malta practice and for seven years was also Head of Risk Consulting within the KPMG international region of which the Malta practice forms part. Today, she works as a consultant to the financial services industry and is a professional director on boards of regulated entities. Her areas of expertise include risk management, financial services regulation, corporate governance and AML. She is also the current President of the Institute of Financial Services Practitioners. She acts as Chair of the AML Committee of both the Institute of Financial Services Practitioners and the Malta Institute of Accountants.



# Executive Management



## **Bernice Buttigieg, Head of Administration**

Dr Bernice Buttigieg is the Head of Administration at FinanceMalta. She held the role of Secretary General with the Institute of Financial Services Practitioners and the Malta Branch of the International Fiscal Association before being entrusted with supporting the setting up of STEP (Malta) and later FinanceMalta. She is a director of the Accountancy Board. Dr Buttigieg graduated Bachelor of Arts (B.A. Legal & Humanistic Studies) and Doctor of Law (LL.D.) from the University of Malta. She also attained a Diploma in Canonical Marriage Cases, Jurisprudence and Procedure in 2005 and graduated in Magister Juris (European and Comparative Law) in 2008.



## **Ivan Grech, Head of Business Development**

Ivan Grech is Head of Business Development at FinanceMalta, the promotional arm of the financial services industry in Malta. Ivan has held various marketing management roles for more than twenty years within the private sector, and has gained experience in diverse industry sectors ranging from FMCG, private healthcare and the automotive business.

# Members of Staff



**Lindsey  
Busuttil**  
Marketing  
Executive

Seconded by  
IFSP



**Lizianne  
Pace Frendo**  
Marketing  
Executive

Seconded by  
IFSP



**Giselle  
Borg Olivier**  
Marketing  
Executive &  
Secretary to the  
Board



**Kimberly  
Azzopardi**  
Marketing  
Coordinator

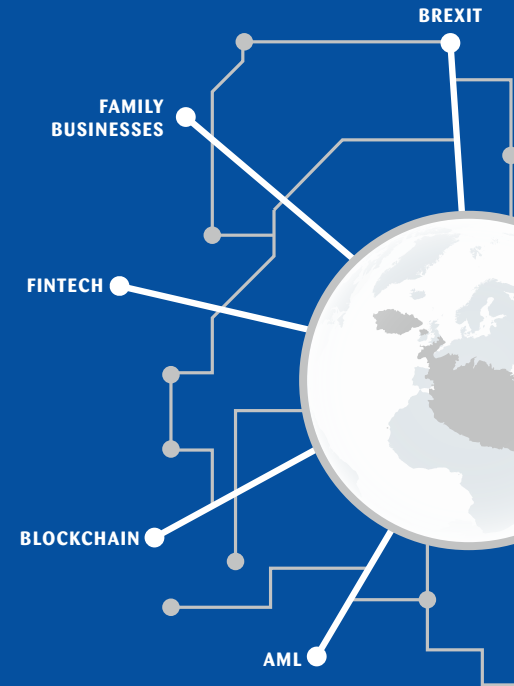


**Matthew  
Farrugia**  
Marketing  
Assistant



# FinanceMalta Membership

The promotional activities undertaken by FinanceMalta continued to attract more members to the foundation's two membership categories: corporate members and affiliate members.



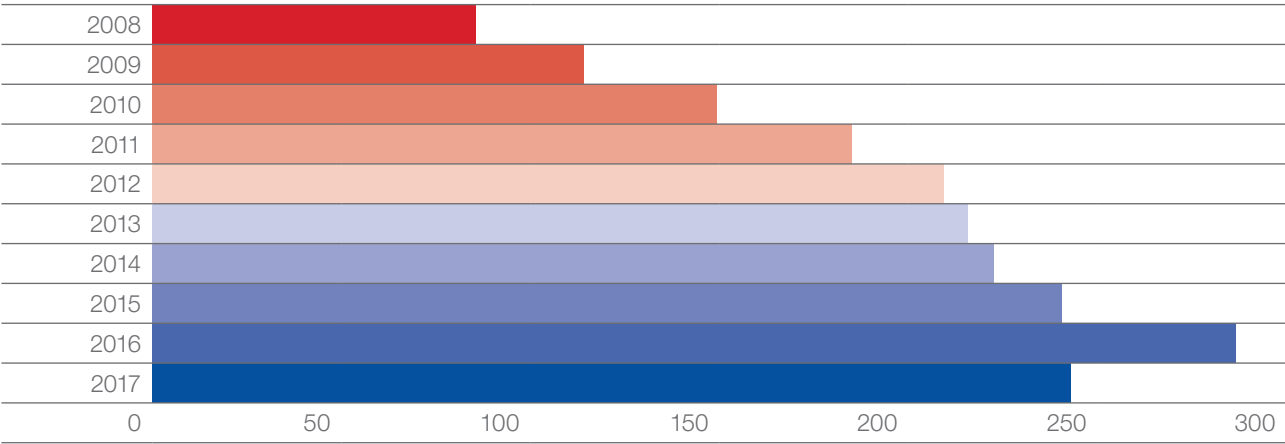
## Membership Benefits



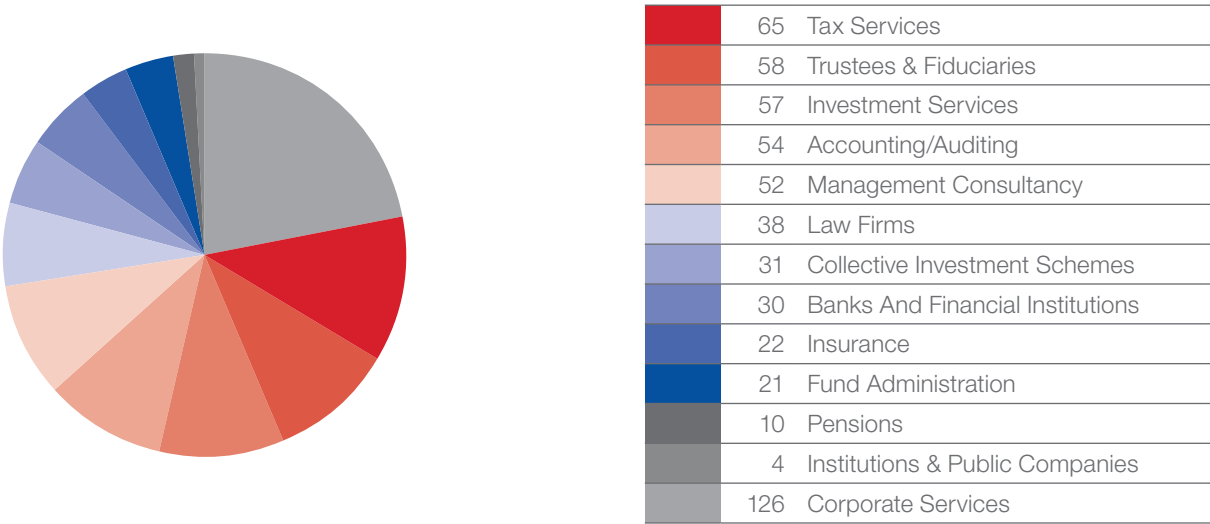
# Corporate Membership

During 2017, the number of FinanceMalta corporate members reached 243, with 22 new member companies registered during the year. Corporate membership is available to entities operating in the financial services field including accounting and auditing firms, banks and financial institutions, corporate services firms, law firms, companies offering investment services, fund administration companies, collective investment schemes, institutions and public companies, management consultancy companies, insurance companies, pension firms, trustees and fiduciaries, and companies offering tax services.

## Increase in corporate membership since its initial launch



FinanceMalta's corporate members represent various sectors of the financial services industry as indicated in the chart below:



\*Sectors of FinanceMalta's Corporate Members 2017

\* The numbers listed on the pie chart are the number of companies that fall under the particular category. It is important to note that a number of companies fall under more than one category so the addition of all these numbers does not reflect the total number of corporate members. Total number of corporate members in 2017 was 243.

During 2017, the following benefits were granted to FinanceMalta's corporate members:

**1. Quality, Industry- Specific, Networking Opportunities and access to Training and Incentive Events**

During 2017, as in previous years, corporate members had direct access to the experience and knowledge of fellow members. They were able to influence the market, regulators and law makers through FinanceMalta's lobbying activities underpinned by the strength of membership and links with its founding associations and could benefit from FinanceMalta's marketing and public relations initiatives.

Corporate Members had the opportunity to attend and network at partner seminars and workshops on a wide range of specialist subjects at heavily discounted rates; some events were offered on a complimentary basis, such as FinanceMalta's educational clinics, while the annual FinanceMalta conference was offered at special member rates.

**2. Unparalleled Market Insight and Privileged Complimentary access to FinanceMalta's Publications**

FinanceMalta Corporate Members received regular market insights, quarterly e-newsletters and exclusive publications on finance issues. They attended partner seminars, training and workshops on a wide range of specialist subjects at heavily discounted rates, gained access to the 'member only' features of the FinanceMalta website and received complimentary copies of the FinanceMalta Investment Guide & Business Directory and Sectorial Investor Guides.

**3. Unique Brand Exposure**

Corporate Members contributed articles to the quarterly e-newsletter distributed both to local and subscribed foreign-based contacts, and published articles on FinanceMalta's website. Moreover, they had their company logo link to and from FinanceMalta's website and the company profile with logo in the FinanceMalta online membership directory.

Events by members' firms were featured on FinanceMalta's online calendar of events while members had regular opportunities to showcase their firm on the international scene under the umbrella of FinanceMalta during certain events and initiatives organised by FinanceMalta together with its prestigious partners.

Moreover, members advertised their vacancies on FinanceMalta's website on a complimentary basis and received sponsorship preference for events organised by FinanceMalta. They had their company name listed on a complimentary basis on the FinanceMalta Investment Guide & Business Directory, and Country Profile magazine.

# Corporate Members 2017

## A

3A Accountants  
 A3E Capital SICAV p.l.c.  
 Abacus Corporate Services Limited  
 Abalone Asset Management Ltd  
 ACT Advisory Services Limited  
 Active Fund Placement  
 Active Services (Malta) Ltd  
 Acumum - Legal & Advisory  
 Advocate Magro Axelsson & Associates  
 Advocates Primei  
 Affinity Management Services (Malta) Limited  
 AgriBank  
 AID Compliance Ltd  
 ALB Forex Trading Limited  
 AlleyBe Ltd  
 Altarius Asset Management  
 Alter Domus (Services) Malta Limited  
 Amicorp Fund Services Malta Ltd  
 Amicorp Malta Limited  
 Amstel Capital Malta Ltd  
 Andurand Capital Management Limited  
 Antelope Trustees Ltd  
 AON Insurance Managers (Malta) Ltd  
 Apex Fund Services (Malta) Ltd  
 APS Bank Ltd  
 Aqua Trust Services Malta Limited  
 Aramis Capital (Europe) Ltd  
 Arendt Services Malta

Areti Fiduciary Services Ltd  
 Argentarius ETI Management Ltd  
 ARQ Group  
 Artex Risk Solutions (Malta) Limited  
 Athos Family & Business Services  
 Atlas Insurance PCC Ltd  
 Audentia Capital Group  
 AUM Asset Management Limited  
 Avanzia Taxand Limited

## B

Banif Bank (Malta) plc  
 Bastion Wealth Limited  
 BDO Malta  
 Be. Legal Advocates  
 BEAT Limited  
 Bee Insurance Management Ltd  
 Bentley Trust (Malta) Limited  
 Boston Trust Limited  
 BOV Asset Management Limited  
 BOV Fund Services Ltd

## C

Calamatta Cuschieri Investment Services Ltd  
 Camilleri Cassar Advocates  
 Camilleri Galea Ltd  
 Camilleri Preziosi  
 Castlegate Fund Services Ltd  
 CCPS Malta  
 Chetcuti Cauchi Advisors Ltd  
 Citadel Insurance plc  
 Citco (Malta) Ltd  
 Citco Custody Limited

Citco Fund Services (Malta) Limited  
 Clearstream Banking  
 Coprolin Fund Services RICC Ltd  
 Cordium  
 Corporate Solution Limited  
 Corrieri Cilia Legal  
 CREDAL International Ltd  
 Creditinfo Malta Limited  
 CSB Group  
 Curmi & Partners Ltd  
 Custom House Global Fund Services Ltd

## D

DARAG Group Ltd  
 David Griscti & Associates  
 David Zahra & Associates Advocates  
 Dconsulta Limited  
 Deloitte  
 Demetra Corporate Advisors  
 DFK Malta  
 Dingli & Dingli Law Firm  
 Directors Chambers Ltd  
 dMTV - de Masi Taddei Vasoli  
 DNT Fiduciary Ltd  
 Dohle Services (Malta) Limited  
 Dominion Fiduciary Services (Malta) Ltd

## E

E & S Consultancy Limited  
ECCM Bank Plc  
Ecovis (Malta) Consultants Ltd  
Elmo Insurance Ltd  
e-Management Ltd  
EPG Financial Services Limited  
Equinox Alternative Investment Services  
Equiom (Malta) Limited  
Ernst & Young Limited  
e-Volve Consultancy Limited  
Exco Services Ltd

## F

FACT Group  
Fairwinds Management Limited  
Fenech & Fenech Advocates  
Fenech Farrugia Fiott Legal  
Fexserv Financial Services Ltd  
Fides Corporate Services Ltd  
Fidgen Malta Ltd  
FIMBANK  
Financial Planning Services Ltd  
Finco Trust Services Ltd  
Finisterre Malta Ltd  
FMG (Malta) Ltd  
Framont & Partners Management Ltd  
Francis J. Vassallo & Associates Limited  
FundBPO (Malta) Limited

## G

Galea Salomone & Associates  
Gamma Capital Markets Ltd  
GANADO Advocates  
Gasamamo Insurance  
Gatt Tufigno Gauci Advocates  
GM Corporate & Fiduciary Services Limited  
Go Beyond Limited  
Gonzi & Associates Advocates  
Grand Harbour Trustees Limited  
Grant Thornton  
Griffiths & Associates Ltd  
GVZH Advocates

## H

Harbour Pensions Limited  
HawkView Asset Management Ltd  
HBM Malta Ltd  
HBM Trustees Ltd  
Heptagon Capital  
Heritage International Fund Managers (Malta) Ltd  
HSBC Bank Malta plc  
HSBC Global Asset Management (Malta) Ltd

## I

IFINA group  
IIG Bank (Malta) Ltd  
Imperium Malta Limited  
Infocredit Group Ltd  
Integra Private Wealth Ltd  
Integrated-Capabilities (Malta) Ltd

Integritas Trustees Ltd

International Management Services Ltd

Island Insurance Brokers Limited

ITC International Pensions Ltd

Izola Bank plc

## J

Jesmond Mizzi Financial Advisors Limited  
JLT Insurance Management Malta Limited  
John Huber and Associates Tax Services  
JTC (Malta) Ltd  
Justin Cutajar CPA

## K

Kane LPI Solutions (Malta) Ltd  
KNG Securities  
Konsultadvisory Limited  
KPMG  
KSi Malta

## L

Lawsons Equity Malta  
Iecocqassociate Ltd  
Lombard Bank Malta plc  
Lombard Odier & Cie (Gibraltar) Limited

## M

Maitland Malta Limited  
Malta Stock Exchange plc  
MAPFRE Middlesea plc  
Marsh Management Services Malta Ltd  
Mazars Malta  
Mediterranean Bank plc  
Mediterranean Insurance Brokers (Malta) Ltd  
MFC Merchant Bank Ltd  
MGI Finconsult Limited  
Micallef & Associates  
Michael Grech Financial Investments Services Ltd  
Middle East Business Council - Malta  
Mifsud & Mifsud Advocates  
MJM Europe Limited  
MoneyMatrix Ltd  
Moore Stephens  
MPL Asset Management Ltd  
MSV Life p.l.c  
Munich Re of Malta p.l.c.  
Muscat Mizzi Advocates  
MZ Investment Services Ltd

## N

Newco Corporate Services Ltd  
Nexia BT  
Nicolai Xuereb - NX Legal  
Novofina Ltd

## O

OpenFunds Investment Services  
Osiris Trust Ltd

## P

P & C Consulting Limited  
Papilio Services Limited  
PayMix Limited  
Pilatus Bank Ltd  
PiscoPartners  
Plethora Trust & Fiduciaries Ltd  
Portman International Ltd  
Portmann Capital Management Ltd  
Praxis Fund Services (Malta) Limited  
PraxisIFM Trust Limited  
Prestige Capital Management Limited  
PwC Malta

## Q

QGen  
Quinton Trust (Malta) Limited

## R

Refalo & Zammit Pace Advocates  
Reyl & Cie (Malta) Ltd  
RiskCap International Limited  
Rizzo, Farrugia & Co (Stockbrokers) Ltd  
RSM Malta  
Rutter Giappone & Associates

## S

Sanne Fund Services Malta Ltd  
Sarnia Yachts (Malta) Limited  
Satabank plc  
Scandinavian Business Forum Malta  
Scotstone Fund Managers Ltd  
SGGG Fexserv Fund Services (Malta) Ltd  
Sheltons Malta  
South Risk Partners  
Sovereign Pension Services Limited  
Sovereign Trust (Malta)  
Sparkasse Bank Malta plc  
Spinoza Capital  
Stivala & Stivala Corporate Management Ltd  
STM Malta Trust & Company Management Ltd  
Summa Fiduciary Services Ltd  
Swissquote Financial Services (Malta) Ltd

## T

Tanti-Dougall & Associates,  
Advocates

Templar European Investment  
Services

The Malta Institute of  
Accountants

TMF Management and  
Administrative Services (Malta)  
Limited

Transworld Plus PLC

Trident Fund Services (Malta) Ltd

Trident Trust Company (Malta)  
Ltd

Tri-Mer Services Ltd

Trireme Pension Services (Malta)  
Ltd

Tromino Financial Services  
(Malta) Ltd

Truevo Payments Ltd

Trustmoore Corporate Services  
(Malta) Limited

## U

Unifin Services Limited

USA Risk Group (Malta) Ltd

## V

Valletta Legal

Vella Grech Legal

Virtus Advisors Ltd

Vistra Malta Ltd

## W

War Chest Fiduciary Services  
Limited

WDM International Ltd

Western Union Business  
Solutions

WH Partners

White November Corporate  
Services (Malta) Ltd

WTP Advisors Malta

## X

XNT Ltd

## Z

Zarattini International Ltd

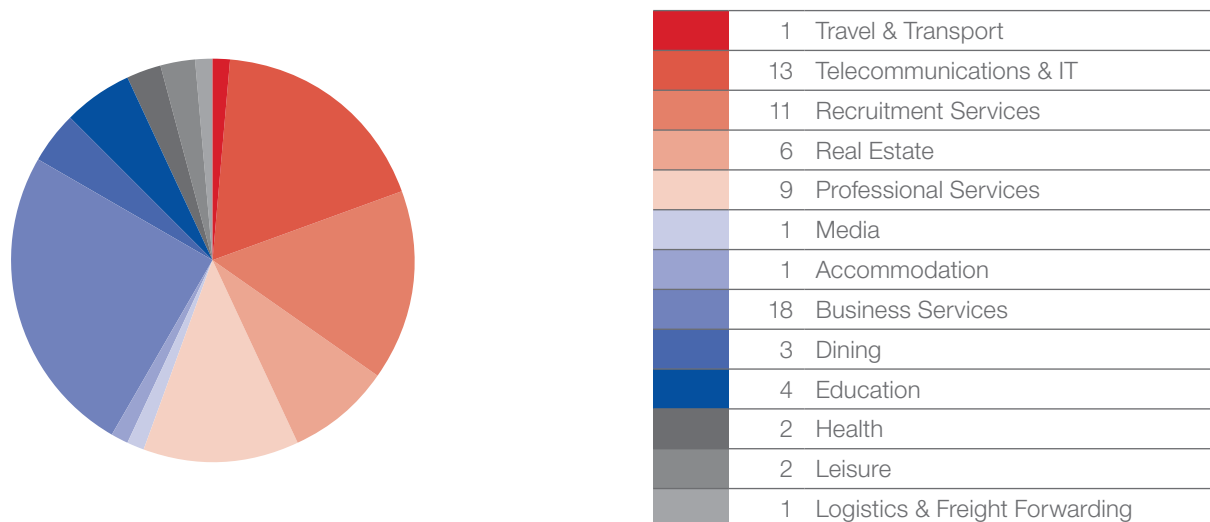
Zerafa Advocates

Zeta



## Affiliate Membership

FinanceMalta's affiliate membership programme, aimed at companies operating in the non-financial sector which could indirectly benefit from the growth of Malta's financial services industry, attracted 7 new members during 2017 bringing the total of affiliate members to 34. FinanceMalta is offering Affiliate Membership to companies operating in the accommodation, business services, education, health, leisure, logistics and freight forwarding, media professional services, real estate, recruitment services, Telecommunications & IT, travel and transport sectors.



Sectors of FinanceMalta's Affiliate Members 2017\*

\* The numbers listed on the pie chart are the number of affiliate members that fall under the particular category. It is important to note that a number of members fall under more than one category so the addition of all these numbers does not reflect the total number of affiliate members. Total number of corporate members in 2017 was 34.

In 2017, the benefits of Affiliate Membership with FinanceMalta included:

### 1. Brand exposure, online traffic, and brand awareness

Affiliate companies benefited from finance-related news updates on the FinanceMalta website and had their company name listed on the FinanceMalta Investment Guide and Business Directory under the 'affiliate members section' with the affiliate company's profile and images on the FinanceMalta online Business Directory.

### 2. Webcast, advertising, brand awareness

Companies affiliated with FinanceMalta could profit from ad-hoc 'brand awareness' opportunities throughout the year. They had a link from FinanceMalta's website to their website and had the opportunity to benefit from banner advertising on the FinanceMalta website.

### 3. Networking opportunities and use of affiliate services

Affiliate companies had the opportunity to network during the annual FinanceMalta conference at a discounted rate and during events organized in Malta and overseas. They had the ongoing opportunity to generate brand awareness among other members while FinanceMalta used its affiliate members' services and directed visitors to use its affiliate members' services whenever possible.

### 4. Second refusal opportunity

Members were afforded the right of second refusal on support opportunities after the first refusal went to Corporate Members.

# Affiliate Members 2017

## A

Aqubix Ltd

Antal International - Malta

Ascent Software

Azure Rock Partners Ltd

## B

Balaji Ltd - Corporate Gifts Malta

Belair Real Estate

BMIT Ltd

Boston Link

Business and Life Coaching

## C

C & C Express Ltd

Castille

CDDS Mediterranean Ltd

Ceek

Computime Software

CountryProfiler Malta Limited

## D

Dmax & Associates Ltd

## E

Equinox Ventures Ltd

## F

Frank Salt Real Estate Ltd

## H

Hilton Malta

## I

ICT Ltd

Integrated Talent Ventures Ltd / jobsinmalta.com

## K

KONNEKT Search & Selection

Kroll Associates

## M

MISCO

## N

Nicholls Moisa

## P

Pender Ville Ltd

People & Co Ltd

## R

Regus Serviced Offices

## S

Smartcity Malta

Systec Ltd

## T

The Richard Clarke Academy

Tristar Travel

## V

Vianet Limited

Vodafone Malta Ltd



# FinanceMalta Promotional Initiatives Report 2017

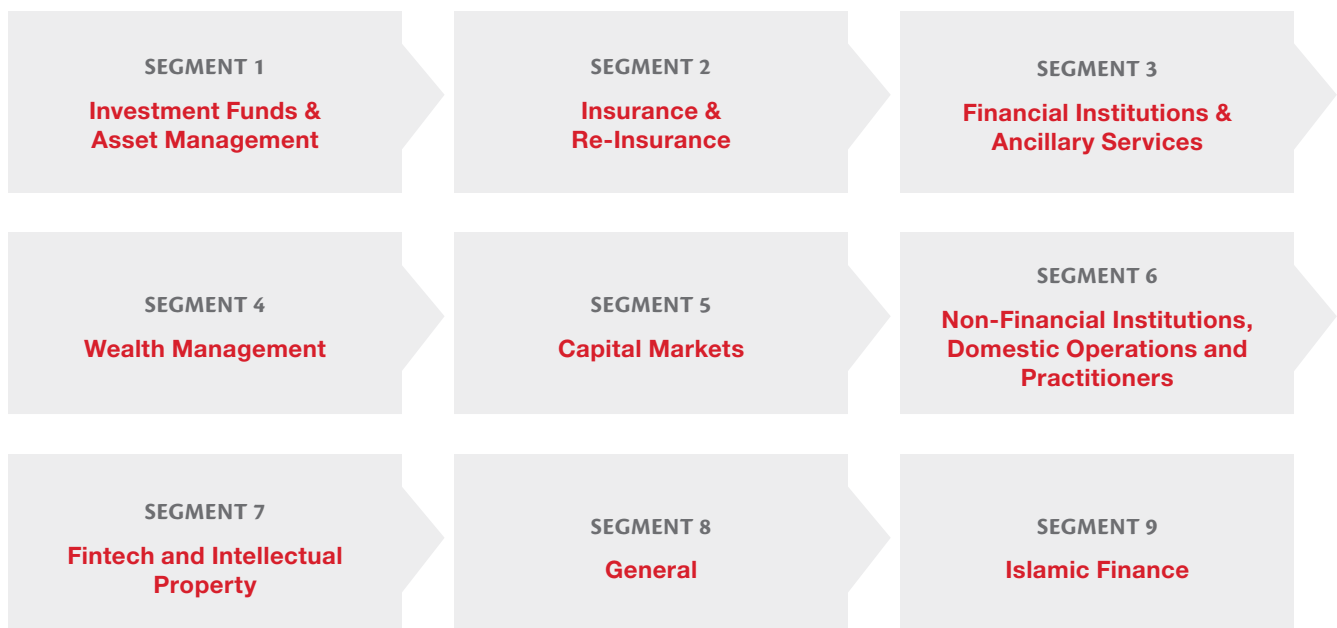
The following report provides an overview of the various promotional initiatives that were undertaken by FinanceMalta during 2017.

## Target Segments

FinanceMalta undertook various promotional activities during 2017; since its remit, according to the Deed of the Foundation, extends to a wide range of economic sectors, the promotional activities were structured and focused on eight core market segments through a combination of promotional initiatives and the use of various media platforms. The market segments are:

## Target Segments

IN ORDER TO SUCCEED IN ITS AIMS & OBJECTIVES, FINANCEMALTA FOCUSED ON 9 CORE MARKET SEGMENTS, THESE BEING:



## Communication Platforms

For its promotional strategy aimed at each target segment, FinanceMalta maintained various communication tools which are divided into four areas.



### 1. TECHNOLOGY

- Website
- Podcasts
- Webinars
- Video conferencing
- E-Newsletters
- SEO
- Social Media



### 2. EVENTS

- Conferences
- Exhibitions
- Seminars
- Business breakfasts
- Round tables
- Networking events
- Educational Clinics



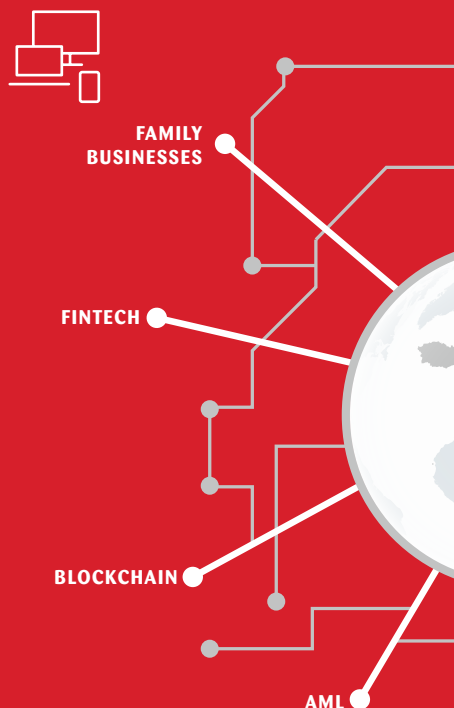
### 3. ALLIANCES

- Malta Enterprise
- Malta Chamber of Commerce, Enterprise and Industry
- Financial Services Associations
- Diplomatic network
- Professional bodies
- TradeMalta



### 4. MEDIA

- Journalist Trips
- Key sector reports/Joint advertising
- Sector technical guides
- Fact Sheets
- 'Doing Business in Malta' guide in 6 languages
- Investment Guide & Business Directory
- Thought leadership articles/news stories
- Press releases



# Digital Communication

The FinanceMalta website remains a popular channel that is visited regularly and performs well on both a technical and user-friendly level.

## Email/Permission Marketing

FinanceMalta has used an online system for its email communications and marketing since August 2010. From this date till the end of 2017, the number of active contacts registered on FinanceMalta's system has reached around 10,000. This system is being used to communicate various types of information to different target groups, as well as to support, promote and follow up its events via different types of email campaigns.

The following is a list of key types of email campaigns that are sent out by FinanceMalta:

1. Informative campaigns such as announcements of finance sector news, regulatory updates, new podcasts, and new reports issued;
2. Events & Initiatives campaigns: promotion and communication support for forthcoming events & FinanceMalta initiatives, including event details, programme and delegate registration procedure (including reminders), and post event follow-ups;
3. FinanceMalta Insight newsletter (on a quarterly basis);
4. Press Releases;
5. Expressions of Interest; and
6. General public notices.

These campaigns are distributed using FinanceMalta's customised, branded templates which include the following titles:

1. Expression of Interest
2. Forthcoming Events
3. Office Closure Notice
4. Latest Podcasts
5. Press Release
6. Latest Reports
7. Your Opinion Matters
8. FinanceMalta Insight Newsletter

## E-Newsletters

The Insight newsletter is a quarterly electronic publication that has been issued by FinanceMalta since September 2009. The FinanceMalta E-Newsletter is an important vehicle for enhancing the understanding, sound practices and growth of the Malta Financial Services Industry to a targeted readership. In addition to being sent to email contacts via our online system, each issue of the Insight newsletter is uploaded onto the FinanceMalta website where it remains available to the public.

### Special features

The structure of FinanceMalta's Insight newsletter template is based on permanent sections which make each edition look like an "online magazine received via email". The newsletter is rich in content with external links leading to FinanceMalta's website as the primary source of information.

The key sections are:

- Word from the editor
- Featured article
- Articles in snippet format
- Latest News
- Upcoming Events
- Malta Lifestyle
- Latest Podcast/video
- Download section including three Industry Reports and FinanceMalta's Investment Guide & Business Directory

During the year 2017, FinanceMalta published four issues of the Insight Newsletter during the months of March, June, September and December.

During the year under review, Insight newsletters have been sent to 12,608 email addresses in total.

Issue / Month published	Date sent	Total Number of Recipients
Insight March 2017	March 2017	4,621
Insight June 2017	June 2017	3,754
Insight September 2017	September 2017	3,353
Insight December 2017	December 2017	880

## Contents Specific to each Newsletter



### **MARCH 2017** **INSIGHT Q1 NEWSLETTER**

- FinanceMalta 10<sup>th</sup> Annual Conference 2017
- TAX - The Micro Invest Tax Credit Scheme aims to help startups and female-owned businesses
- ISLAMIC FINANCE - The World of Sukuk SMEs
- TRUSTS - The interaction of the Common Reporting Standard with Maltese Trusts and Foundations
- FINTECH - The Blockchain Disruption
- WEALTH MANAGEMENT - How should intermediaries respond to the growth in the 'family office' sector in Malta?
- BANKING - The Financial Crisis - A Decade Later



### **JUNE 2017** **INSIGHT Q2 NEWSLETTER**

- FinanceMalta 10<sup>th</sup> Annual Conference – Reflections: Islands Facing a World of Opportunity
- WEALTH MANAGEMENT - Aircraft ownership - making the world a smaller place
- ISLAMIC FINANCE - Introducing Sukuk Bonds
- PENSIONS - (Q)ROPS, the great tax debate (II)
- WEALTH MANAGEMENT - Recent Initiatives boosting the Aviation Industry
- RECRUITMENT - Why Employer Branding Matters
- ENTREPRENEURSHIP - The Future for Entrepreneurs



### **SEPTEMBER 2017** **INSIGHT Q3 NEWSLETTER**

- FinanceMalta seeks to educate about blockchain
- CAPITAL MARKETS - The Fundamental Restriction to Establishment
- WEALTH MANAGEMENT - Why the Heli not?
- CAPITAL MARKETS - Equity Markets: The Show Goes On
- FUNDS - The AIFMD and Fund Distribution in the EU
- FINTECH - How Regulation is Shaping the Technological Revolution in Finance
- HUMAN RESOURCES - People-centred growth



### **DECEMBER 2017** **INSIGHT Q4 NEWSLETTER**

- FINANCIAL REPORTING - Outsourcing Consolidation
- GDPR - The GDPR and Data Subject Rights
- LEGAL - The Rights Granted to Minority Shareholders under the Maltese Companies Act
- FUNDS - ESMA & MFSA warn about Risks associated with ICOs and Virtual Currencies' Investments
- FINTECH - Cryptocurrencies – Tackling Taxation
- TAX – Aspects New VAT Guidelines for Gambling and Betting Services



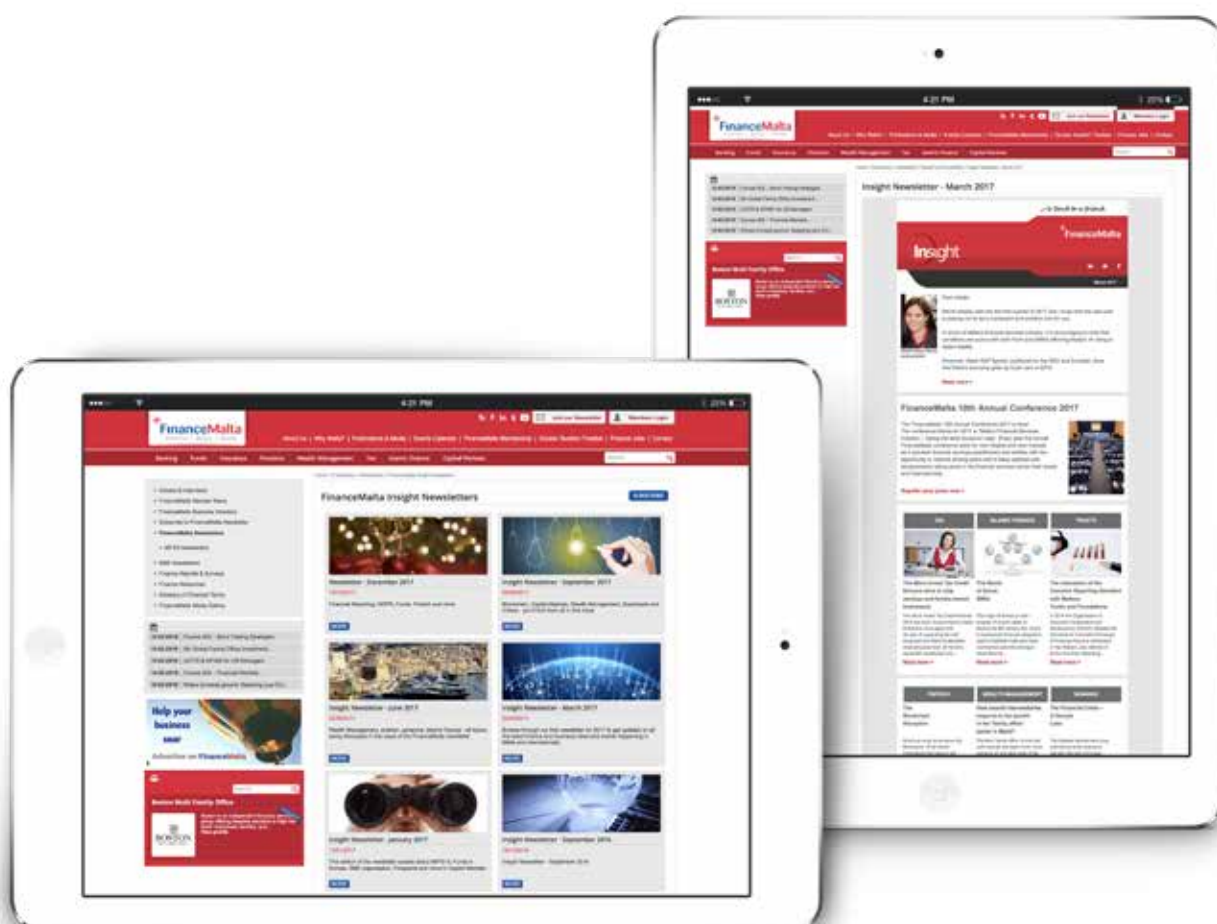
## Readership evolution based on unique opens

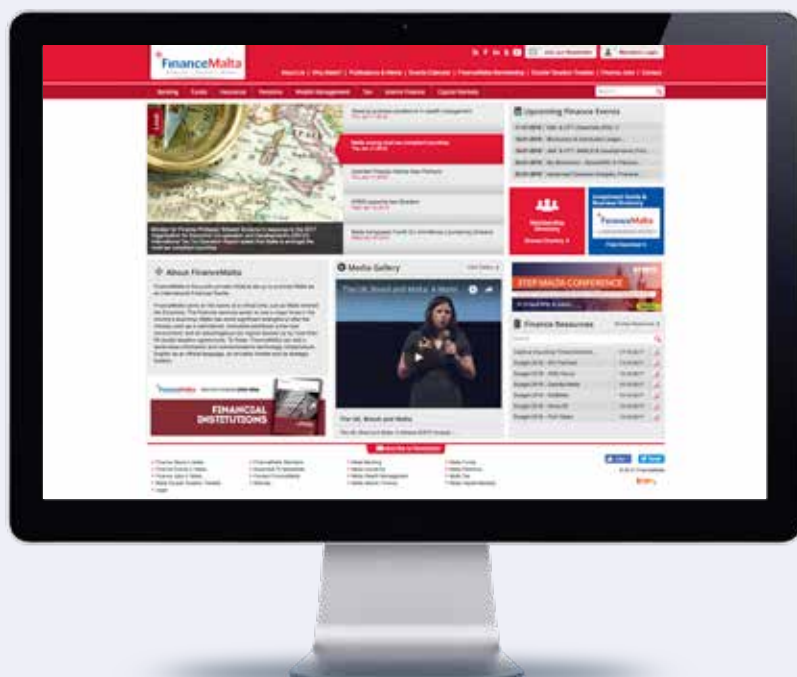
During the year 2017, readership for the Insight newsletter amounted to 1,447 contacts. This occurred in consideration of the number of unique openings of the newsletter, excluding multiple openings from the same email address.

## Total readership per issue (based on unique opens)

Insight March 2017	Insight June 2017	Insight September 2017	Insight December 2017
733	275	258	181

FinanceMalta will maintain the preparation and distribution of its Insight Newsletter and encourages its members to provide the Foundation with thought leadership articles related to financial services to be included in this electronic newsletter on a complimentary basis, as a membership benefit. Anyone can subscribe to the newsletter via the FinanceMalta website.



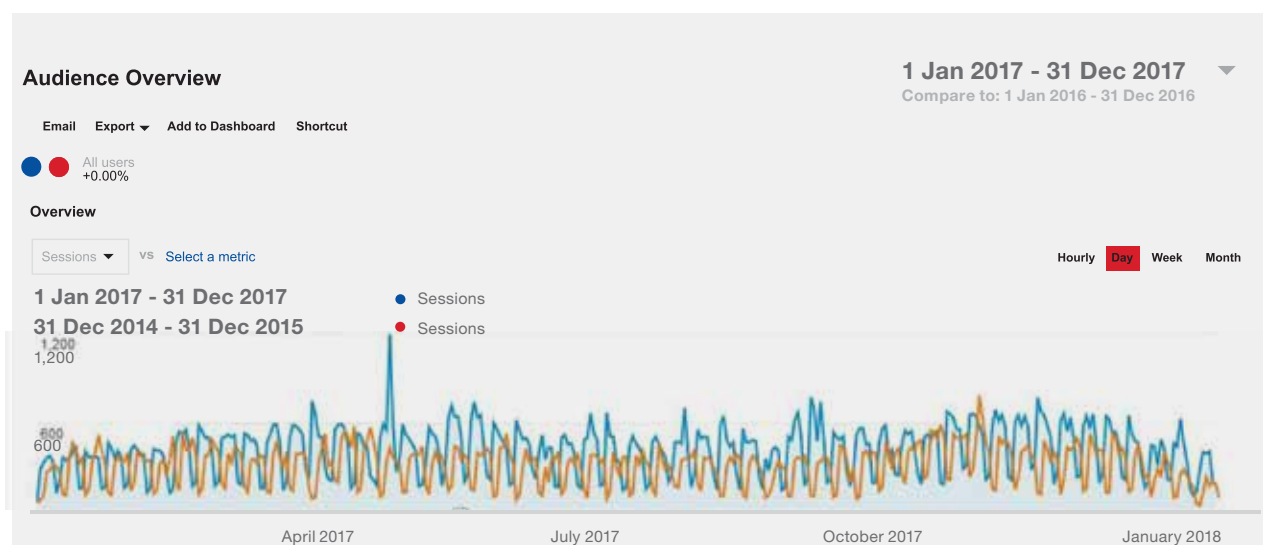


## Website





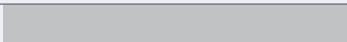
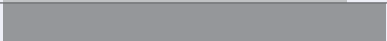



The website remains FinanceMalta's main digital communications channel. The homepage of the site offers a snapshot of the most important features of the site such as: latest news, upcoming events, resources, link to the membership directory, link to download the Investment Guide & Business Directory, access to the media gallery, and advertising space. The main toolbars are still present which allow users to easily navigate across the site, as well as the Search bar and Social Media buttons.

154,158 sessions or visits were registered on the FinanceMalta website during 2017, 143% of which were unique visitors.

Year	Visits	Unique Visitors
2017	154,158	107,158
2016	115,918	77,789
2015	90,210	58,816
2014	75,171	50,971
2013	68,872	44,727



## Social Media

LinkedIn		2016		2,812	
		2017		3,345	<b>19% Increase</b>
Twitter		2016		2,270	
		2017		2,531	<b>12% Increase</b>
Facebook		2016		3,826	
		2017		3,993	<b>4.4% Increase</b>

During 2017, FinanceMalta's LinkedIn account increased by over 500 new followers, an increase of 19% over 2016. A high percentage of FinanceMalta's followers come from the following industries: Financial Services, Management Consulting and Law Practice. LinkedIn remains FinanceMalta's most popular social media account.

FinanceMalta's official Facebook page saw a slight increase of 4.4% over its 2016 numbers obtained by mostly organic means.

Twitter saw an increase in followers from 2,270 at the end of 2016 to 2,554 at the end of 2017 – an increase of 12%.

FinanceMalta uses its YouTube channel mainly as a repository for FinanceMalta's videos; there is still a following on this platform with 114 subscribers – an increase of 21 subscribers from 2016. Watch time also increased from 11,171 minutes to 12,629 minutes with an average view duration of 2:37. Views increased from 4,510 in 2016 to 4,812 in 2017. FinanceMalta videos were shared 78 times during the year.

Engagement on all platforms performs well with most visitors coming from Europe, the US, and UAE. In 2017, some advertising spend was used to promote events via social media. The posts concern industry-specific information; technical briefs; event reporting and promotion; multimedia and PR announcements. These posts have generated increased interest and engagement levels across the three platforms, resulting in more likes and shares overall.



# Events

## Promotional Initiatives

During 2017 FinanceMalta organised, participated in, exhibited or supported 54 promotional initiatives held in Abu Dhabi, Spain, Dubai, Switzerland, Hong Kong, UK, Malta, Italy, Monaco, Montenegro, USA and Singapore.

These initiatives were aimed at promoting the following eight target segments:

### Promotional Initiatives by Segments



## A summary of each event is provided hereunder:

### **17 January - Opening - Malta's EU Presidency** **Segment General | UK**

FinanceMalta supported the Malta High Commission's concert to mark the opening event of Malta's EU Presidency. The Big Band Brothers performed for around 550 people at St John's Smith Square in London. Whilst the concert was open to the public, an Art exhibition and reception were held prior to the concert. The exhibition was a private viewing for high profile delegates consisting of diplomats, professionals, government representatives etc. The FinanceMalta logo featured on promotional material related to both events.

### **20 January - Economist Gala Dinner 2016** **Segment 6 | Malta**

FinanceMalta purchased a Corporate Table (10 seats) at this year's Economist Gala Dinner at the Hilton Hotel. The event was attended by five FinanceMalta representatives Kenneth Farrugia, Ivan Grech, Annalise Micallef, John Huber, Juanita Bencini and the remaining seats were taken by members: Ian Stafrace (Atlas Insurance); Ravi Viroomal (Sovereign Trust); Pauline Nwoko (Apex); Steve Grech (Swish Payments); Roberto Colapinto (Abalone). The Dinner featured keynote speeches including a Q&A with the Prime Minister of Malta. It was attended by approximately 340 high-level delegates.



### **26 January - IFSP Annual Conference** **Segment 6 | Malta**

IFSP's Annual Conference was a successful event attended by 203 financial services professionals predominantly consisting of local practitioners. The conference provided the opportunity to look at the current situation and developments in the regulatory and fiscal framework of Malta's financial services industry. IFSP was granted €2,000 from FinanceMalta's funding policy; in exchange, FinanceMalta benefitted from: brand exposure; a speaking slot taken by Kenneth Farrugia; a delegate pass for Ivan Grech, and displaying the FinanceMalta stand and material.



### **02-03 February - NextGen Payments Forum** **Segment 3 | Malta**

The Nextgen Payments Forum is a premium gathering for senior executives involved in financial transactions and payments operations. Taking place at Le Meridien Hotel, St Julians, the event attracted over 90 local and international delegates spread over the 2 days mainly coming from the financial services and gaming industries. Kimberly Azzopardi and Giselle Borg Olivier took the delegate passes representing FinanceMalta and the remaining two passes were taken by Richard Bernard (BE Legal) and Neville Bonnici (SataBank). FinanceMalta offered VIP passes to the following members who supported FinanceMalta initiatives: Conrad Portanier (GANADO Advocates); Theo Dix (EY Malta); Wayne Pisani (Grant Thornton). During the conference, Kenneth Farrugia highlighted Malta's competitiveness as an EU domicile for payments during his keynote address. This was followed by an interactive discussion on the opportunities and challenges brought about by BREXIT.



### **02-03 February - ILS NYC 2017 - Artemis** **Segment 2 | US**

Attended by Matthew Bianchi and Ivan Grech, the Artemis ILS Conference provided an opportunity for FinanceMalta to address the important NY ILS niche market following the void left by SIFMA (since this latter event was held in Florida this year. Another traditional SIFMA sponsor, Bermuda Development Agency, also missed SIFMA to participate in this event). Around 170 delegates attended the conference



and a substantial number of them visited the FinanceMalta stand which was very strategically placed. Practically all collateral material and gifts were collected and some of the delegates showed a keen interest in Malta also because of the Brexit situation.

### **09 February - UK Captive Owners Summit Segment 1 | UK**

FinanceMalta sponsored this year's Captive Owners Summit which was a full day event held at the Etc Venue in London. FinanceMalta's sponsorship included hosting a roundtable which was repeated twice along with branding and two speaking slots which were taken by Matthew Bianchi FinanceMalta Governor and Ian Stafrace representing MARM. Malta received extensive exposure during this intimate event of around 25-30 leading international captive companies, a number of which had captives in Malta. Due to exclusivity, very few service providers were present other than the sponsors. Dr Bianchi and Mr Stafrace participated in three key sections of the day, the first being a Brexit opening panel where the case was amply made for Malta as a supporting partner for UK entities, insurers and captive. The other two sessions, which they helped facilitate, related to evolving the role of captives which saw roughly eight delegates per session. They also contributed extensively at the other interactive round table sessions.



### **28 February - Malta - Access for Funds and Managers to the EU Marketplace Segment 1 | US**

FinanceMalta in collaboration with The Hedge Fund Association organised a 90-minute briefing which took place at Marcum in New York. The event revolved around the key developments shaping Malta's financial services industry but particularly focusing on the various options that US asset managers may consider setting up in Europe to enable them to distribute asset management products and services cross border into Europe. Speaking at the event were Kenneth Farrugia (FinanceMalta) and Thaluis Hecksher, (Chapter Director, Hedge Fund Association and Global Director at Trident Fund Services). The event was attended by 26 foreign entities along with Kenneth Farrugia and Marina Grech (GANADO Advocates).



### **28 February - 1 March - UCITS & AIFMD for US Managers Segment 1 | US**

FinanceMalta sponsored this two-day event organised by Kinect 365 which was held parallel to the Hedge Fund Association event previously mentioned. The sponsorship package included a stand; a table to display promotional material (all of which was taken); a speaking position taken by Kenneth Farrugia (FinanceMalta) branding; and an extra delegate pass taken by Marina Grech (GANADO Advocates). The event saw a total of 140 delegates spread over the two days mainly coming from the hedge fund industry featuring the prominent participation of both Luxembourg and Ireland. It was well organized and touched on a number of facets related to the asset management sector. During the panel entitled "Planning for Brexit" Mr Farrugia provided information on the Malta perspective, highlighting the interest Malta is experiencing from operators in the UK. He discussed Malta's attractiveness factors such as the language, laws and regulations in Maltese and English with the latter prevailing in court cost competitiveness; as well as typical structures that may be set up in Malta or the use of ManCos or SuperManCos.

### **13 March - IFC Forum Segment 8 | UK**

FinanceMalta was invited to participate at this half-day expert roundtable on 'Adapting to a Transparent World: International financial services in the post-privacy age'. FinanceMalta was represented by Juanita Bencini (governor) who was on the panel 'Response and adaptation in a multi-speed regulatory world'. The session, which was attended by about 35 people, was mainly aimed at CDOTs (Crown Dependencies and Overseas Territories). Much of the discussion centred around public registers in overseas territories where CRS and privacy concerns were raised. The conclusion was that CSPs should become more regulated and that the discussions at EU level on CRS and public registers are driven by politics and not legal reasons.

## **14 March - UAE Press Trip**

### **Segment 6 | Malta**

FinanceMalta in partnership with Malta Enterprise co-sponsored a press trip of two journalists from the UAE. The journalists were Mr Alkesh Sharma (TRENDS Magazine) and Mr Matthew Edward Amlot (Banker Middle East (BME), Banker Africa (BA), WEALTH Arabia). FinanceMalta prepared a day of meetings for these journalists with IFSP, Malta Stock Exchange, Minister Emmanuel Mallia and The Malta Chamber of Commerce, Enterprise and Industry. In return, the two journalists wrote an editorial in their respective publications, both printed and online.



## **21 March - WealthBriefing London Investment Strategy Summit**

### **Segment 1 | UK**

The theme of this half-day educational summit revolved around the speculations of the future of the UK's investment management industry in light of Brexit and Trump's victory. It consisted of three expert panels and two keynotes which covered the topics related to: economic and political change; the role of ETFs in emerging markets; suitable strategic options for investors. In addition to this there was the FinanceMalta-constructed panel as part of our sponsorship entitled: *Malta – Europe's Fund Gateway*. Malta was represented by Kenneth Farrugia (FinanceMalta) and two positions were sold to Chris Casapinta (AlterDomus) and Katya Tua (MamoTCV). As UK representatives on this panel FinanceMalta invited a member of the Hedge Fund Association in the UK, Martin Cornish, as well as Stephen Harris Managing Director of ClearView/ WealthBriefing who moderated the panel. 89 delegates were present for the summit.

## **04 April - FT Brexit and Beyond Summit**

### **Segment 8 | UK**

FinanceMalta felt that it was very important to have a Maltese delegation at this high-level event given the current Brexit situation in the UK. The summit saw approximately 150 people attend and the theme revolved around assessing the opportunities and risks that have emerged from Brexit. It was a very good, intense conference which

provided FinanceMalta with insight into the issues the UK are facing. A total of five passes were purchased at a discounted rate, which were taken by John Huber (FinanceMalta) and representatives from: GANADO Advocates, Vistra and Cordium.

## **05 May - Simonsen Vogt Wiig presentation**

### **Segment 6 | Malta**

FinanceMalta and Malta Enterprise were asked to give a presentation on 'Doing Business in Malta' to the employees of Simonsen Vogt Wiig at the Excelsior Hotel in Valletta. The 20-minute session allocated to FinanceMalta was delivered by Kenneth Farrugia and formed part of a half-day seminar for roughly 200 employees of Simonsen Vogt Wiig which is one of the largest firms in Norway. Some FinanceMalta publications were sent to venue and distributed at the event.



## **11 May - Malta Investor Roundtable**

### **Segment 6 | Malta**

The Malta Communications Authority invited FinanceMalta to join this collaborative evening event which took place at Palazzo de Piro in Mdina. This event was a private roundtable gathering of high-net-worth individuals, family offices, angel investors and institutional investors to learn about the evolving global venture capital landscape and emerging investment opportunities. The event featured the participation of Fred Destin, one of European VC's biggest personalities; Bindi Karia, innovation expert and advisor; and Tugce Ergul, Executive Director at Angel Labs. Subsequent discussions will focus on startup investment, LP and VC strategies and trends across global investor communities. FinanceMalta's logo was featured on the programme and we were given 10 passes which were distributed on a complimentary basis to members.





### **17 May - Pre-Conference Networking Event Segment 6 | Malta**

As is customary, on the eve of the FinanceMalta Annual Conference, a networking event was held at the Blue Elephant restaurant at Portomaso. The event was sponsored by Castille and was very well attended with 242 people attending.



### **18 May - FinanceMalta 10th Annual Conference Segment 6 | Malta**

The 10<sup>th</sup> FinanceMalta Annual Conference was held at the Hilton Conference Centre, St Julians. The theme for this year was 'Malta's Financial Services Industry - Taking the Next Quantum Leap'. It was a full-day event comprising several keynote speakers and panel sessions. There were 38 speakers in all, 7 of whom were foreign and brought over to speak at the event. For the first time, the conference had a dedicated compere – Mike Imeson from FT Live. The conference was well received and well attended with approximately 360 delegates present (excluding speakers).

### **22- 24 May - 25th ANNA Annual General Meeting Segment 5 & 6 | Malta**

ANNA, the global Association of National Numbering Agencies, held its 25th Annual General Meeting in Malta. It was hosted by the Malta Stock Exchange between the 22 – 24 May 2017 at the Westin Dragonara Resort, St Julians. FinanceMalta was asked to speak about the opportunities

in Malta's Financial Services Industry; this was delivered by Annalise Micallef (FinanceMalta governor). The Annual General Meeting was very well attended by delegates from all over the world representing more than 120 nations. Among the topics discussed were the implementation of the revised Classification of Financial Instruments (CFI) standard ISO 10962 and the new Financial Instrument Short Name (FISN) standard ISO 18874, which are of particular interest to all European Jurisdictions in view of the introduction of the new reporting requirements being brought about by MiFID II and CSDR. A number of social events including a gala dinner and a post-meeting cultural tour was also organised by the Malta Stock Exchange.

### **23 May - 4<sup>th</sup> GCC Family Wealth Forum Segment 4 | UAE**

FinanceMalta sponsored the 4th edition of the ClearView GCC Family Wealth Forum. This full-day private, invitation-only event, had 44 high-level delegates some of whom showed interest in Malta. FinanceMalta received branding as part of the sponsorship agreement along with two speaking positions: John Huber (FinanceMalta governor) occupied a seat on the panel entitled 'Real Estate – Where do the Opportunities Now Lie?' which received a lot of attention and interaction from the audience most of whom remained throughout the forum; Joanne Luce from Aquatrust Services (Malta) Ltd. took the second panel speaking slot on: "What does leadership mean within the Family Business?" which was equally successful. The three delegate passes were taken by Ivan Grech (FinanceMalta), Mr Wolfgang Landl (Open Funds) and Mr Glyn Gibbs (Apex).

### **24 May - Investment-Information Session Dubai Segment 4 | UAE**

FinanceMalta in collaboration with PKF Malta hosted an Investment-Information session in Dubai back-to-back with the previous Abu Dhabi event. The purpose of the event was to raise Malta's investment opportunities in the MENA region. Speakers stemmed from different jurisdictions and backgrounds spanning from real estate, corporate finance/ Islamic Finance and asset management. Approximately 30 attendees including speakers came to this event, some of whom showed interest in Malta. FinanceMalta had a speaking position taken by John Huber (FinanceMalta governor), while Ivan Grech joined as a delegate. FinanceMalta received branding, a stand, and distribution of material, as benefits from this collaboration. This half-day evening event hosted three additional Maltese speakers: Marilyn Mifsud (PKF Malta); Prof Joseph Falzon (Malta Stock Exchange); Jean P Gaffiero (Jesmond Mizzi Financial Advisors). Two foreign speakers also participated in the programme: Mr Antonio Varvaro (Euro Legal Consultants FZE), and Mr Mir Mahmood (Range Developments).



## 25-26 May - City Week – The International Financial Services Forum Segment 8 | UK

FinanceMalta sponsored CityWeek UK whereby the package included a bespoke stand, distribution of promotional material, logo on banners and website, and a speaking position taken by Kenneth Farrugia. The event was well-attended with around 600 delegates attending over the two days. The FinanceMalta stand was very well-positioned as one of the first stands to be seen upon registration. There was interest in Malta and FinanceMalta from delegates with most people asking about the jurisdiction and what it has to offer. Delegate passes were sold to Reuben Mifsud (Tasika Applied Technologies); Peter Bottomley (Tech Mahindra); and Robert Dingli (Dingli & Dingli Advocates).



## 26 May - Navigating Brexit – Insurance cells in Malta Segment 2 | UK

FinanceMalta supported this breakfast briefing organised by PKF. The theme of this event revolved around exploring and evaluating post Brexit strategies for insurers, brokers and captives in the UK. The seminar was led by Neil Coulson (PKF Littlejohn); Kenneth Farrugia; Paul M Brierley (Building Block Insurance PCC); Michael Whitfield (Building Block Insurance PCC); and Danielle Hermansen (PKF Malta). Kenneth Farrugia (FinanceMalta) delivered a presentation addressing the potential solutions that Malta has to offer for such a market in light of the Brexit vote. A total of 50 delegates attended this event.

## 26 May - MALTA: Your Stable Business Partner Segment 8 | UK

Malta Enterprise organised a late morning briefing session in collaboration with FinanceMalta at the Corinthia in London. Delegates were provided with information on the key sectors driving Malta's economic growth and it explored the opportunities that Malta can offer foreign investors. Kenneth Farrugia delivered a presentation providing an overview of Malta's financial services industry. The remaining speaking position was delivered by Peter Paul Meli from Malta Enterprise who explored "Business Opportunities in Malta". This event was attended by 28 delegates.



## 31 May - The Asia Pacific Family Wealth Forum Segment 8 | Singapore

FinanceMalta sponsored this private forum which attracted 74 high calibre delegates. The event is aimed at educating and empowering families from across the region and beyond. Participation of families was a key characteristic of this event. Kenneth Farrugia spoke on the panels: 'Investment Strategies for Families' and 'Real Estate within a Family's Portfolio' – originally one slot was allocated to Joanne Luce (Aqua Trust); however, due to British Airways' unexpected cancellation of several flights she was unable to travel to Singapore. The event was also attended by Ivan Grech (FinanceMalta) and Lydia Wilding (Aqua Trust). Back-to-back with this event, Ivan Grech also had the opportunity to attend: "Launch of The Rise of the External Asset Manager Report" – a press conference which launched the report commissioned by Wealthbriefing and sponsored by UBS; it featured a panel and various delegates discussing the findings with around 60-70 external asset managers. Wealthbriefing also hosted the Asia awards which was attended by Ivan Grech for which FinanceMalta received an award for best "International Finance Centre".



### 6-8 June - Global ABS Segment 2 | Spain

Global ABS is the leading European conference on securitisation. This was the second time that FinanceMalta participated in this event, with the support of GANADO Advocates. The 3-day conference attracts nearly 100 exhibitors and 3,000 delegates from Europe and beyond. The stand positioning improved from last year, with good visibility thanks to the excellent foot-flow close to the area entrance. There was also an excellent representation of service providers and industry experts from amongst Change to: Discounted passes were available for FinanceMalta members and this was an important factor contributing to the constant flow of people to our stand. One other crucial factor was the recent implementation of the new securitisation directive where Nick Curmi (GANADO Advocates) was directly involved at a European level – Dr Curmi contributed to an important panel at the conference and this was also very important to the overall success achieved with our combined presence this year. On two afternoons we hosted drinks/canapes at the FinanceMalta stand to attract even more people and allow for networking which worked well for us.



### 12-14 June - Transcontinental Trusts Segment 4 | Switzerland

Transcontinental Trusts was attended by approximately 150 delegates from different countries – mainly European. Most delegates came from the wealth management sectors such as trustees and legal advisors. FinanceMalta had two panel speaking positions which were taken by Malcolm Becker (Bentley Trust) and Alexandra Kenna (Chetcuti

Cautchi Advocates). Whilst both speakers received positive feedback, there was an element of hard selling, and some comparisons to Cyprus made. The delegate passes were taken by Petra Camilleri (MFSA); Dr Anthony Cremona (GANADO Advocates) and Kimberly Azzopardi representing FinanceMalta. Both local and foreign delegates expressed the importance of this conference as it is one of the very few trust conferences in Europe (aside from the STEP conference).

### 27-28 June - The European Family Wealth Forum Segment 4 | UK

Held over 1.5 days, the Forum was very well organised and attended. The speakers and panellists were excellent and many of the 70+ delegates remained till the final panel session. The topics centred around HNWI and families and the different investment strategies available to them. Brexit, the US administration and NextGen strategies were also on the agenda. FinanceMalta had two speakers at the event – an Opening Remark which was delivered by Josef Mercieca (BDO) and Marina Grech (GANADO Advocates) as a panellist on a session entitled: Real Estate – Opportunities to Create Wealth and Preserve Capital. FinanceMalta also had a stand in the networking area and Ivan Grech was present. The remaining delegate passes were taken by Giacomo Greggio (Amagis Capital) and Mark Attard (BDO). Delegates showed considerable interest in Malta and a number of contacts were made throughout the event.

### 28 June - Malta - Ahead of the Curve Segment 1 | UK

This half-day morning event was organised by Managing Partners Group (MPG) to present Malta as an international domicile for EU Debt capital markets transactions. The seminar was held at the Westbury Hotel in Mayfair and was attended by around 20 people; it was addressed by Philip Eaton Richards (MPG), Stephanie Galea (Malta Stock Exchange) and Ivan Grech (FinanceMalta). Several questions were put to the speakers and a networking light reception was held after the session which allowed for positive interaction with the delegates. The event was held back-to-back with the WealthBriefing European Family Wealth Forum.

### 28 June - Blueprint for Innovation Segment 6 | Malta

Kimberly Azzopardi and Matthew Farrugia (both FinanceMalta) attended this half-day event which FinanceMalta supported. There were around 30 people attending including speakers. Overall it was an interesting event which highlighted Malta's key focus on innovation. The importance of innovation to the Maltese government was mentioned, along with how they are working towards achieving a 2% allocation of funds to Research and Innovation.



## **9-11 July - Follow The Entrepreneur Investor Summit**

### **Segment 6 | Malta**

Organised by Ariadne Capital, this is the first time that the FTE Summit was held in Malta and was attended by around 200 delegates. The events' objective was to promote Malta as an investment and entrepreneurial opportunity in the various sectors of the economy ranging from real estate, financial services, fintech, hospitality and more. FinanceMalta supported the event and was provided with the agreed exposure which included a panel speaking slot. The event programme also included an informal and networking programme spread over a number of days.

## **6 July - Honorary Consuls and Ambassadors Meeting**

### **Segment 6 | Malta**

FinanceMalta was invited to be present at the annual Honorary Consuls and Ambassadors meeting. FinanceMalta acquired a prominent stand position and distributed various guides; representing FinanceMalta were Kimberly Azzopardi and Matthew Farrugia. FinanceMalta received much interest from various Honorary Consuls and Ambassadors who either requested general information about Malta's financial services or who were interested in collaborating through their respective countries. All Honorary Consuls and Ambassadors who approached the FinanceMalta stand were sent an email with links to all FinanceMalta guides and fact sheets along with any specific information they requested.



## **20 July - Special Investor Programme of Montenegro**

### **Segment 4 | Montenegro**

John Huber, as FinanceMalta governor, was approached to speak at the Special Investor Programme held in Montenegro. The event was organised by the Investment Migration Council and the Chamber of Economy of Montenegro. The workshop covered a comparison of international citizenship-by-investment programmes and factors that contribute to their success. John Huber delivered a presentation on Malta's Individual Investor

Program. A gala dinner followed the workshop. This event was attended by around 150 delegates mainly from Montenegro.

## **19 - 20 September - Zest Malta 2017**

### **Segment 6 & 7 | Malta**

Zest Malta 2017 was a two-day conference which took place at The Radisson Golden Sands hotel. The event had 407 delegates from start-ups to larger more established companies from Malta and the surrounding regions. Delegates came from various sectors such as gaming, technology, financial services, and education. FinanceMalta sponsored this event Kenneth Farrugia sat on the panel entitled "Who are you? Can we trust you?" where they addressed the issue of Trust in this age of digital disruptions. The delegate passes were taken by Ivan Grech, Giselle Borg Olivier, Kimberly Azzopardi (all FinanceMalta), and George Mangion (PKF).



## **26 - 27 September - UCITS & AIFMD LONDON 2017**

### **Segment 1 | UK**

Organised by Knect 365, this was a two-day conference which took place at the Millennium Knightsbridge Hotel in London. The event's theme centred around investment strategies and legal framework in a post-Brexit environment. Targeted at asset and investment managers, this event was attended by around 70 professionals. Joseph Camilleri (BOV Fund Services) sat on the panel "AIFMD: Alternative Funds and their Managers": Three passes were taken by Ivan Grech (FinanceMalta), Stephanie Heitkemper (BOV Fund Services) and Andrew Caruana Scicluna (Camilleri Preziosi Advocates), respectively.

### **28 September - Assolombarda Meeting in Milan** **Segment 8 | Italy**

This event was hosted by Assolombarda, the Chamber of Commerce of Milan, Monza, Brainza, where Prime Minister Dr Joseph Muscat, along with the Prime Minister Dr Joseph Muscat and Malta Enterprise CEO Mario Galea, addressed officials from the Chamber as well as a business delegation from the Lombardy Region. This initiative was aimed at providing delegates with an overview of the various business opportunities available in Malta from different sectors such as financial services, manufacturing, life sciences, aviation, maritime, education, logistics and ICT.



### **3 - 4 October - Family Office Forum** **Segment 4 | UK**

An exhibitor sponsorship package was purchased where FinanceMalta received branding, an exhibitor stand and two delegate passes, which were restricted to FinanceMalta representatives, thus, Annalise Micallef and Kimberly Azzopardi attended. The event was attended by around 240 delegates over the two days, most of whom were foreign HNWI, or key representatives of Family Offices. A theme which featured in the programme and appears to be increasingly important is impact investment; a key point was how Bitcoin can be considered as one of the means to securely transfer money to emerging markets where corruption is an issue.

### **9 - 10 October - LendIt Europe 2017** **Segment 8 | UK**

This was a two-day event attended by around 1,000 delegates from over 50 countries; Ivan Grech (FinanceMalta) attended. The audience and speakers featured key industry players from the banking, technology, and investment background.

### **15 - 18 October - FERMA** **Segment 2 | Monte Carlo**

FinanceMalta supported this event by sending material to be featured and distributed from the stand occupied by MARM. This three-day event saw over 1,500 delegates, mainly risk managers, from various parts of the world.

### **16 October - Malta - The EU Option for the Fund Management Industry** **Segment 1 & 4 | UK**

This was a successful briefing attended by approximately 40 delegates mainly comprising Dolfin's key clients from the asset and wealth industry in the UK. This was organised by Dolfin and supported by FinanceMalta, GANADO Advocates, and Trident Trusts. The event gave Malta the opportunity to showcase the key opportunities available in the fund and wealth sectors, while highlighting how Dolfin aim to increase their operations in Malta by offering depositary services. The message was very positively received by the audience who showed a keen interest in the jurisdiction.

### **17 October - AFME Europe Conference** **Segment 1 | UK**

FinanceMalta obtained a complimentary delegate pass for this event which was taken by Joe Portelli (Chairman, Malta Stock Exchange). It was a well-organized conference which was attended by around 175 attendees and featured various high calibre speakers, as well as several stands manned by influential organisations. The Luxembourg, Channel Islands, and Irish Stock Exchanges were represented.

### **25 October - EY Attractiveness Survey** **Segment 6 | Malta**

FinanceMalta supported this event by promoting it through our channels, for which FinanceMalta received an exhibition space at the event which was attended by Giselle Borg Olivier. The event was well-attended and discussed various relevant and current topics surrounding Malta's financial services industry. Kenneth Farrugia also featured on the programme where he sat on the panel entitled "Turning promises to reality: fintech, blockchain and more".



**25 October - Black Swans turn Grey:  
How finance structures can help businesses  
triumph during troubled times  
Segment 1 & 4 | UK**

A half-day morning briefing organised by FinanceMalta with the assistance of WealthBriefing (WB) who were brought on board to assist with the delegate and foreign speaker acquisition. The themes highlighted at this event showcased the opportunities that Malta has to offer to address the uncertainties of Brexit within the wealth and asset structuring markets. This event was also supported by local members: Paulianne Nwoko (Apex Fund Services Malta Limited); Andrew Caruana Scicluna (Camilleri Preziosi Advocates); Joseph M Camilleri (BOV Fund Services Limited); Chris Casapinta (Alter Domus). WB also assisted by providing the moderator (Tom Burroughs) as well as bringing David Inglesfield, a local independent advisor, to sit on the two panels.

**1 November - Financial Times Roundtable Brexit  
Segment 4 | UK**

FinanceMalta commissioned Professional Wealth Management (PWM), a branch of the Financial Times, to organise a roundtable discussion on “Seeking business excellence in wealth management” with industry leaders in the UK financial services market. Chairing the session was Yuri Bender, editor-in-chief at PWM and representing Malta was Kenneth Farrugia (FinanceMalta) and Prof. Joseph Bannister (MFSA). Participants included: Raffael Gasser, Chief Operating Officer International Wealth Management Europe, Credit Suisse; Paul Kearney, Head of Private Banking, Kleinwort Hambros; Andrew Waldren, Chief Operating Officer, Sandaire Private Investment Office; Iain Tait, Partner, Private Investment Office, London & Capital; Alex Fray, Group CEO, Boston Multi-Family Office. The roundtable was filmed and PWM issued an online article about the session as well as four videos with the following respective themes: Business models for private banks and family offices; Creating efficient financial hubs; Outsourcing and cost evaluation; Improving the client experience through technology and digitalisation.



**8 November - WealthBriefing Breakfast Briefing  
GCC Summit  
Segment 4 | UAE**

This event took place back-to-back with the 5th GCC Clearview Family Wealth Forum. Annalise Micallef represented FinanceMalta on this half-day panel entitled: “Wealth Management Structures – PTC’s & SPV’s, Strategies for Risk Management”. The panel discussed the legal and regulatory landscape of the jurisdiction; structuring possibilities; the effect of CRS; Shariah law; availability of expertise; and recent developments and trends in the industry. This session was attended by approximately 40 delegates.

**9 November - 5<sup>th</sup> GCC Clearview Family  
Wealth Forum  
Segment 4 | UAE**

This event took place back-to-back with the WealthBriefing Breakfast Briefing. The forum was an invite-only event which was attended by around 50 delegates, most of whom were key family office representatives, next-gens, and HNWIs. The FinanceMalta speaking position was taken by Annalise Micallef (FinanceMalta governor) who sat on the real-estate panel. Two passes for this event and the breakfast briefing were sold to Nicholls Moisa. As part of this sponsorship, FinanceMalta also received tickets to attend the awards dinner which was a good networking opportunity and delegates above and beyond the forum attended.

**8 November - US Captive Owner’s Summit  
Segment 2 | USA**

The US Captive Owners Summit was attended by approximately 30 people who are active in the insurance captive market in New York and the United States. FinanceMalta had a sponsored session, “Utilising a European Domicile to Write International Risk” and participated in a panel session called “The Future of Cell Companies: Does Their Use Extend Beyond the Middle Market”. Matthew Bianchi (FinanceMalta governor) spoke on this panel which was a good opportunity to promote Malta as the only PCC jurisdiction post-Brexit.

## **14 - 16 November - 11<sup>th</sup> Global Residence and Citizenship Conference**

### **Segment 4 | Hong Kong**

FinanceMalta was the silver sponsor of the H & P Conference which was attended by approximately 150 delegates most of whom were HNWI's, their advisors and family offices. Ivan Grech and Annalise Micallef attended this event on behalf of FinanceMalta. Annalise Micallef delivered the opening presentation about Malta's financial services industry for the session entitled "Due Diligence, Tax Planning, and the Fiscal Framework for Investment Opportunities in Malta". Her presentation was followed by presentations on due diligence and citizenship by Jonathan Cardona (Identity Malta), and Tax Planning by Simon Xuereb (KPMG). FinanceMalta was also offered a last-minute opportunity to sponsor a breakfast briefing as part of our existing package, which was taken by George Mangion (PKF). The breakfast briefing was attended by approximately 24 delegates; joining the briefing were two local representatives from the real estate and insurance sectors all of whom contributed to a good discussion on citizenship, residency and visa opportunities in Malta.

## **21 November - European Gateway Workshop**

### **Segment 2 | UK**

Over 50 delegates registered for this event which, overall, received positive feedback due to the quality of the delegates and interest in Malta. Matthew Bianchi (FinanceMalta governor) delivered a 20-minute presentation on 'Malta as a European Captive Domicile'. The additional speaking position was taken by Karl DeGiovanni (AON) who contributed to the panel titled 'Brexit: What Relevance to Captives and International Programmes?'



## **30 November - Structuring Solutions for the European and UK Marketplace**

### **Segment 1 & 4 | Switzerland**

FinanceMalta, in collaboration with WealthBriefing, organised a morning event in Zurich targeted at fund administrators and managers, HNWI's and their advisors and family offices. Supporting this event was James Farrugia (GANADO Advocates); Richard Ambery (Managing Partners Group); Andrew Caruana Scicluna (Camilleri

Preziosi Advocates); Chris Casapinta (Alter Domus); Francis J Vassallo (Francis J. Vassallo & Associates Ltd.); Alexandre von Heeren (Mandaris Group Ltd). FinanceMalta also used the contacts of MPG with the Swiss Fund Management Association and Alexandre Von Heeren with the Swiss Association of Trust Companies. The quality of the delegates was very good and there was significant interest in Malta and interaction with the speakers. Having a case study by a local firm was particularly well received. Local speakers included Sandra Louw (Trident Corporate Services AG) and Jonathan Kirby (Accuro Fiduciary) who showcased opportunities of Malta structures for Swiss-based firms.

## **5 December - 5<sup>th</sup> European Clearview Family Wealth Forum London**

### **Segment 4 | UK**

This full-day forum was organised by Clearview; it took place at Simpson in the Strand and was attended by approximately 90 delegates who represented family offices, principles, UHNWI and their advisors. As part of FinanceMalta's sponsorship, besides a stand and branding, FinanceMalta had two speaking positions. Nadine Lia, Regulator for Family Businesses, sat on the panel "Selecting the Correct Profile when Recruiting Non-Family Executives" representing FinanceMalta, while Przemyslaw Koger, Director, Alter Domus Malta, represented FinanceMalta on the panel "Asset Allocation Et Investment Strategies". Both speaking positions were well delivered and received a lot of interest from the audience.

## **6 December - 5<sup>th</sup> Annual Master's Degree in Accountancy**

### **Segment 6 | Malta**

This conference was organised by students sitting for a Master's degree in Accountancy in collaboration with the Malta Institute of Accountants. It is the group-based assessment for one of the study units whereby students have to prepare presentations on key subjects within the accounting market. Some of the featured subjects included: better communication in financial reporting – primary financial statement; principles of disclosures and definition of materiality and materiality practice statement. This event also served as a useful medium for students to meet prospective employers. Sponsors included MFSA, RSM, PwC, Deloitte, Global Capital and others. Hon. Minister Edward Scicluna delivered a speech highlighting Malta's economic growth and hinderances to the economy such as banks overregulating. FinanceMalta was a platinum sponsor of this event.



## **7 December - Bitcoin and Blockchain Conference** **Segment 7 | Malta**



This full-day conference took place at the Intercontinental Hotel in St Julian's. There were approximately 150 delegates, both local and foreign, attending. Delegates came from different backgrounds such as legal, accounting, fund, wealth, corporate services, technology, capital markets, etc. FinanceMalta supported this event by promoting it through our communication channels;

in exchange FinanceMalta received six complimentary delegate passes most of which were offered to members. These passes were taken by: Ivan Grech and Kimberly Azzopardi (FinanceMalta); Stephanie Galea (Malta Stock Exchange); John Christmas (Directors Chambers); Omar Zerafa (Zerafa Advocates); Stefan Gauci (Affinity Management Services Ltd).

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## **Educational Clinics**

FinanceMalta organised one educational clinic during 2017 with the aim of providing continuous development to financial services professionals. These clinics, which are open to both FinanceMalta members and non-members, are addressed by international and local speakers who present the topic and stimulate a debate and discussion. The educational clinics attract around 30 to 50 delegates per event. While all employees of member firms may register to attend these events free of charge, non-members pay a minimal fee.

### **28-March - FinanceMalta Educational Clinic on The Blockchain Disruption** **Segment 6 | Malta**

FinanceMalta organised an educational seminar aimed at lawyers, bankers, CSPs, accountants and iGaming executives. The event focused on why Blockchain technologies cannot be ignored and provided a deeper insight about the impact of Blockchain technologies and their global economic, social and political consequences, affecting different aspects of society, both in the private and in the public sector. The event was attended by 32 delegates.





## 'My Blockchain - A FinanceMalta Series'



**MY BLOCKCHAIN - EPISODE #2  
IT'S EVERYWHERE!**

**PHOENICIA HOTEL  
7 NOVEMBER 2017**

**REGISTER HERE**

For 2017 FinanceMalta organised The Blockchain Series events which focused on the current topic of blockchain, cryptocurrencies and fintech. The series proved to be very popular and will be continued in 2018.



### **29 August - My Blockchain Series - Blockchain is here! What can it do for your business? Segment 6 & 7 | Malta**

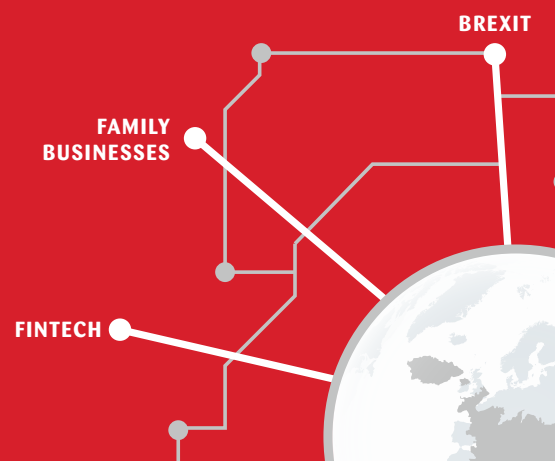
FinanceMalta organised the first event of the 'My Blockchain' series at the Le Meridien Hotel in St Julians which was chaired by Steve Tendon, and which was attended by over 100 delegates. The event aimed at providing a deeper insight about the impact of Blockchain and how this disruptive technology will impact the financial services industry and other business sectors in the not-so-distant future.

### **7 November - My Blockchain Series - Episode #2: It's Everywhere! Segment 7 | Malta**

Following the success of the first seminar dedicated to Blockchain, FinanceMalta hosted a follow-up event within the My Blockchain Series, called 'My Blockchain – Episode #2: It's Everywhere!' The event was attended by 91 delegates from different industry backgrounds. This half-day morning event showcased Blockchain in relation to the opportunities it creates for different sectors such as marketing, iGaming, notarisation as well as the use of Bitcoin. The second half of the agenda included the announcement of Blockchain Malta Association and the signing of the statute.



# Alliances



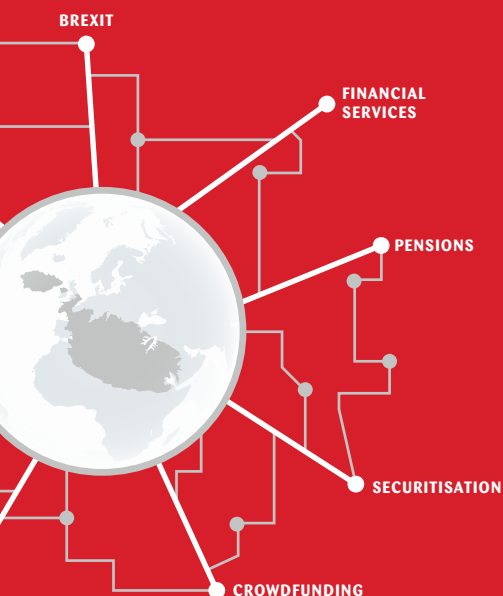
## Meetings

Meetings were held with candidate Honorary Consuls and a number of Ambassadors. The scope of these meetings was to introduce FinanceMalta and to provide information on Malta's financial centre, as well as to explore possible cooperation between the two parties.

Throughout the year, FinanceMalta management held ad hoc meetings with international and local journalists to build relations with media players. These have been positive in educating the media about FinanceMalta and its promotional initiatives.

Meetings were also held with prospective investors, editors of international magazines, the Regulator, Government Ministries, financial services associations and prospective members.

During these meetings, copies of the FinanceMalta Investment Guide & Business Directory, Sectorial Guides, and other promotional brochures were presented.



# Media

## Advertising

FinanceMalta featured Malta as a Financial Centre through print media advertising with a total of 45 articles, adverts and advertorials published in local and international journals throughout 2017. This comprehensive body of PR and marketing promotions was aimed at highlighting the nine target segments which FinanceMalta identified: Investment Funds & Asset Management, Insurance & Re-Insurance (including pensions), Financial Institutions & Ancillary Services, Wealth Management, Capital Markets, Non-Financial Institutions, Domestic Operations, & Practitioners & Students, Fintech & Intellectual Property, General, and Islamic Finance.

### SEGMENT 1

**Investment Funds & Asset Management**

**13 ADVERTS**

### SEGMENT 2

**Insurance & Re-Insurance  
(including pensions)**

**5 ADVERTS**

### SEGMENT 3

**Financial Institutions & Ancillary Services**

### SEGMENT 4

**Wealth Management**

**3 ADVERTS**

### SEGMENT 5

**Capital Markets**

**1 ADVERT**

### SEGMENT 6

**Non-Financial Institutions,  
Domestic Operations and  
Practitioners**

### SEGMENT 7

**Fintech and Intellectual  
Property**

### SEGMENT 8

**General**

### SEGMENT 9

**Islamic Finance**

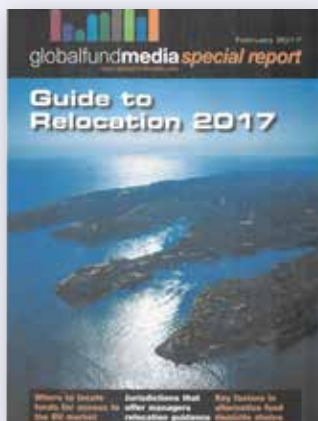
**12 ADVERTS WERE  
ISSUED COVERING ALL THE ABOVE SEGMENTS**

## Publications

### February



Publisher: Captive Review  
Segment: 4  
Publication: ILS Report  
Industry sector: Insurance  
Published: Full page insurance advert, a full-page editorial, and a directory listing



Publisher: Global Fund Media  
Segment: 1  
Publication: Guide to Relocation  
Industry sector: Funds  
Published: Two-page article and full-page wealth management advert

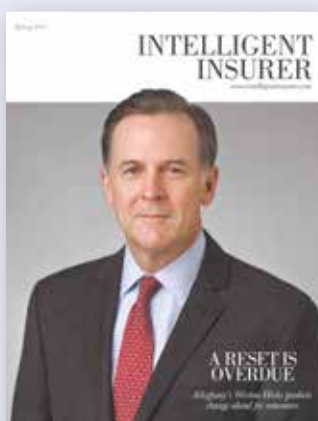


Publisher: Pageant Media  
Segment: 2  
Publication: Cell & Series Guide 2017  
Industry Sector: Insurance  
Published: Full page insurance advert and company listing

### March



Publisher: OMFIF  
Segment: 1  
Publication: Global Public Investor 2017  
Industry Sector: Funds  
Published: Full page funds advert

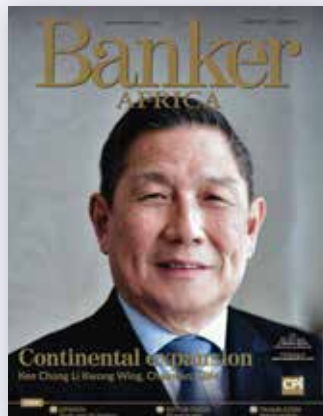


Publisher: Newton Media  
Segment: 2  
Publication: Intelligent Insurer - Spring 2017  
Industry Sector: Insurance  
Published: Full page insurance advert

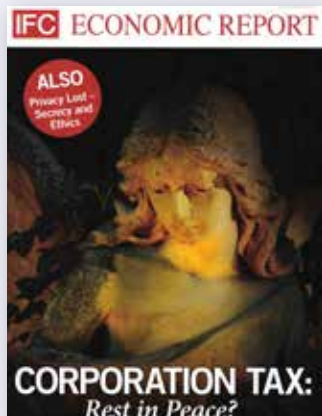


Publisher: Phoenix Multimedia  
Segment: All  
Publication: World Commerce Review - Summer 2017  
Industry Sector: General  
Published: Full page "Getting it right" advert

## June

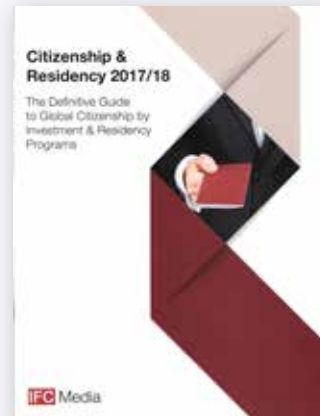


Publisher: CPI Financial  
Segment: 5  
Publication: Banker Africa (printed and online)  
Industry sector: Capital Markets  
Published: Two-page article entitled 'Malta: the Gateway to Europe'



Publisher: IFC Media  
Segment: All  
Publication: IFC Economic Report  
Industry sector: All  
Published: Company Listing

## July



Publisher: IFC Media  
Segment: All  
Publication: IFC Citizenship & Residency 2017/18  
Industry sector: All  
Published: Company Listing



Publisher: IFC Media  
Segment: All  
Publication: IFC Review 2017/18  
Industry sector: All  
Published: Malta Fact File & quarter page advert



Publisher: OMFIF  
Segment: 1  
Publication: The Bulletin Magazine  
Industry sector: Funds  
Published: Full page article



Publisher: CPI Financial  
Segment: 4  
Publication: Wealth Arabia  
Industry sector: Wealth Management  
Published: Two-page article entitled 'Malta's value proposition'

## August



Publisher: Content House  
Segment: All  
Publication: Business Observer  
Industry sector: All  
Published: Full page membership advert

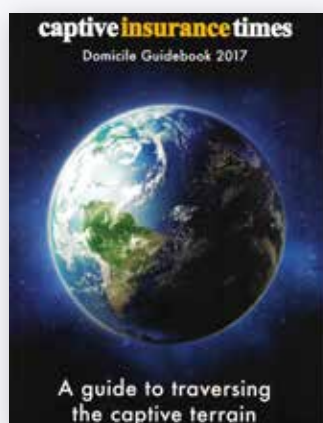


Publisher: Pageant Media  
Segment: 2  
Publication: Captive Report Insurance Database  
Industry sector: Insurance  
Published: Company Listing & full-page advert



Publisher: Be Communications  
Segment: All  
Publication: MONEY Magazine - Issue 44  
Industry Sector: General  
Published: Two-page interview with Ivan Grech and full-page membership advert

## September



Publisher: Black Knight Media Ltd  
Segment: 2  
Publication: Captive Insurance Times Domicile Guidebook 2017  
Industry Sector: Insurance  
Published: Full page insurance advert and full-page article



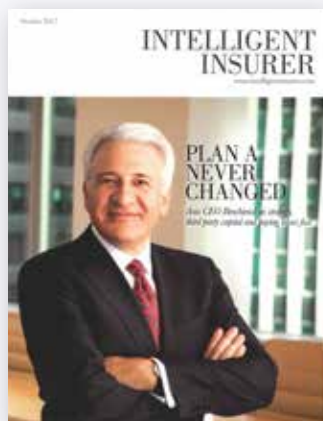
Publisher: Global Fund Media  
Segment: 1  
Publication: HedgeWeek Special Report - Malta Alternative Investment Fund Services 2017  
Industry Sector: Funds  
Published: Full page funds advert and full-page article



Publisher: Phoenix Multimedia  
Segment: All  
Publication: World Commerce Review - Autumn 2017  
Industry Sector: General  
Published: Full page "Getting it right" advert and full-page article

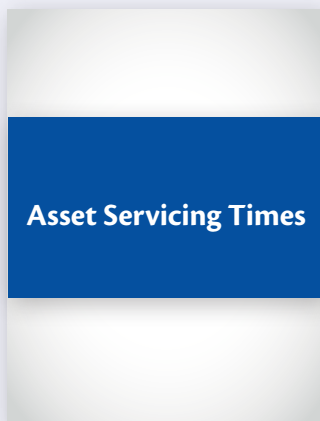


## October/November



Publisher: **Newton Media Group**  
 Segment: **2**  
 Publication: **Intelligent Insurer**  
 Industry sector: **Insurance**  
 Published: **Full-page advert**

## December



Publisher: **Black Knight Media**  
 Segment: **1**  
 Publication: **Asset Servicing Times**  
 Industry sector: **Funds**  
 Published: **Half page advert in printed issues for a year; 10x full page adverts; 1 Editorial; 1 interview**



Publisher: **Pagaent Media**  
 Segment: **1**  
 Publication: **HFM Malta Special Report**  
 Industry sector: **Funds**  
 Published: **Two-page article & one-page advert**



Publisher: **Think Publishing**  
 Segment: **4**  
 Publication: **STEP Directory 2018**  
 Industry sector: **Trusts**  
 Published: **Full-page advert**



Publisher: **Think Publishing**  
 Segment: **4**  
 Publication: **STEP Journal Dec 2017/Jan 2018**  
 Industry sector: **Trusts**  
 Published: **Full-page advert**



Publisher: **BLS Media**  
 Segment: **All**  
 Publication: **The Euro GCC Trade & Investment 2017**  
 Industry Sector: **General**  
 Published: **Full page "Getting it right" advert**

## Press Coverage

FinanceMalta has also supported 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 press media. Throughout the year 22 press releases were issued, the titles of which follow hereunder:

### February

- Finance Malta participates in insurance linked securities event in New York.
  - FinanceMalta Chairman highlights Malta's competitiveness as an EU domicile for payments business.
- 

### April

- Blockchain technology discussed at FinanceMalta educational clinic.
  - More than seven in 10 institutional investors see 'hard' Brexit, new research shows - MPG.
- 

### May

- FinanceMalta 10<sup>th</sup> Annual Conference to discuss Global and Domestic Industry Opportunities.
  - Senior Content editor of FT Live to moderate FinanceMalta Conference.
  - FinanceMalta taking the next quantum leap to sustain the promotion of Malta as a financial centre – TMBW interview with KF
  - The Blockchain Disruption.
  - Fourth EU AML Directive to be discussed at FinanceMalta Conference.
  - FinanceMalta 10<sup>th</sup> Annual Conference - 'Malta's Financial Services Industry - Taking the Next Quantum Leap'.
  - FinanceMalta rebuts allegations that Malta is a tax haven.
  - FinanceMalta Conference: Islands Facing a World of Opportunity.
- 

### June

- FinanceMalta and Ganado Advocates to participate in 21<sup>st</sup> Annual Global ABS.

### August

- FinanceMalta educational seminar on Blockchain.
  - FinanceMalta's Blockchain clinic attracts overwhelming interest from different sectors.
- 

### September

- From Brexit to Blockchain: FinanceMalta's Annual Conference Weaved it All in.
- 

### October

- My Blockchain: Episode#2: it's everywhere.
  - FinanceMalta discusses financial services in London.
  - FinanceMalta to participate in 11 different events in London in Q4 of 2017.
  - Prime Minister and FinanceMalta address Milan's Chamber of Commerce.
- 

### November

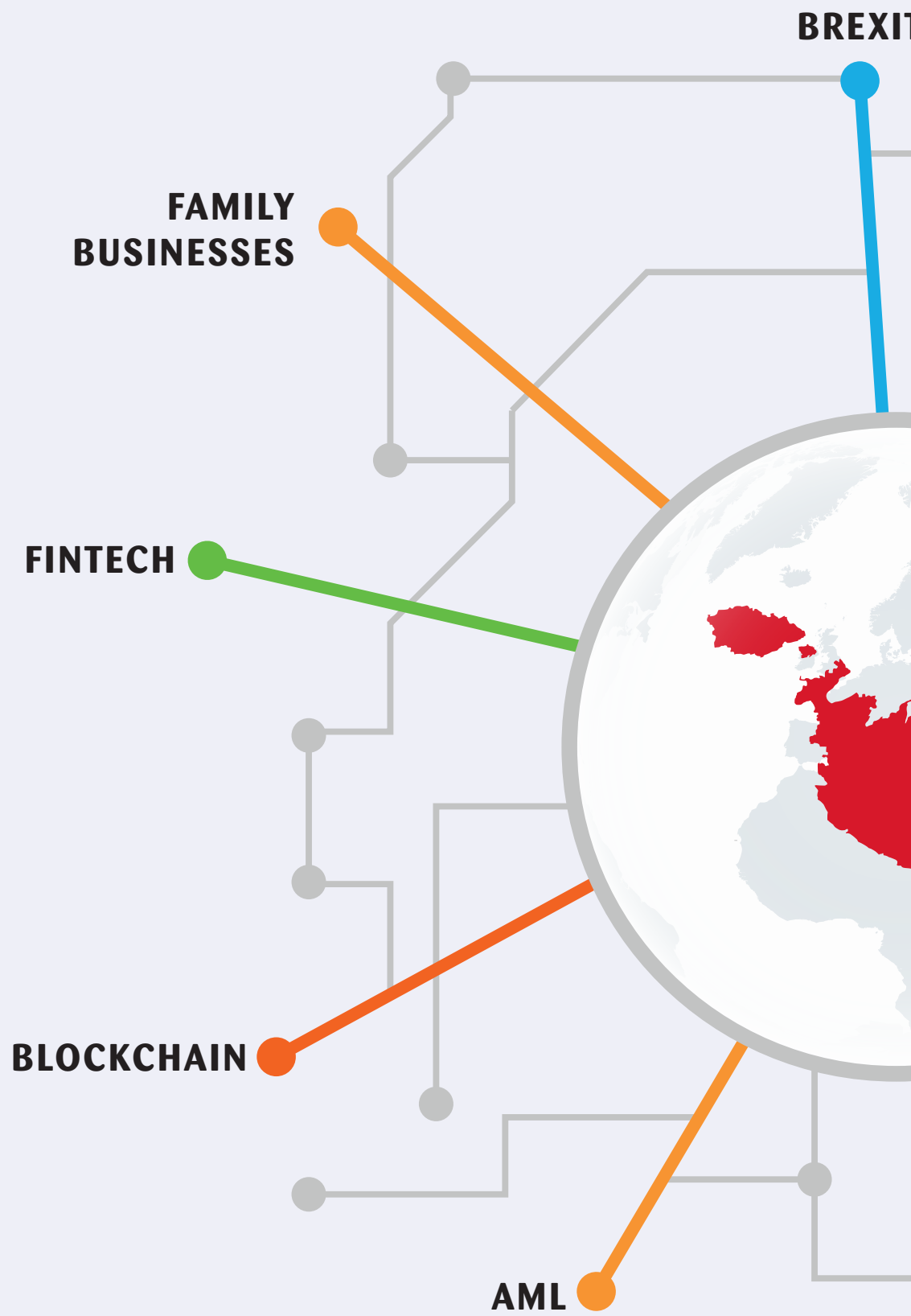
- FinanceMalta, Institute of Financial Services Practitioners, Chamber of Commerce, Enterprise and Industry and the Gozo Business Chamber welcome PANA Committee's validation of Malta's tax system.
- 

### December

- FinanceMalta sponsors Blockchain & Bitcoin Conference Malta.



## NOTES





**[financemalta.org](http://financemalta.org)**

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

