

Trade Mission to Malta

Organised by the

Australian-Maltese Chamber of Commerce (AMCC)

6th to 16th October 2005

Participants:

The trade mission has a wide brief and will be of interest to business people who wish to:

- Export
- Import
- Establish businesses or services to exploit the opportunities that will be offered now that Malta is a full member of the EU
- Enter into collaboration with Maltese based companies to access third country markets in Europe and North Africa.

Participants may be investors, manufacturers, producers, merchants, agents or other service providers including on-line service providers.

The mission will include a session focussing on Malta's special trading relationship with North Africa. It offers an outstanding opportunity to Australian companies wishing to explore this market.

The Geography:

The Mediterranean island of Malta and its sister island Gozo, lies strategically in the narrows between Sicily and Tunisia.

Winters are mild and summers are hot. Rain falls between September and April.

Air Malta and other airlines provide daily flights to main European and North African cities and less frequent but regular flights to less popular destinations.

The Market:

Malta's population is almost four hundred thousand and is augmented each year by over one million tourists. Maltese people speak English as this is their second language, Maltese being the first. Business is conducted in English (although most Maltese are fluent in other languages – Italian and Arabic being the most popular) It is interesting to note that there are an estimated 280,000 people of Maltese descent living in Australia.

Although the home market is small by global standards, Malta is now a fully fledged member of the European Union (EU) and this places the island in the European single market that comprises 380 million consumers and growing.

The EU offers Australian businesses a far easier platform for doing business – a single currency and a single set of rules, backed by integrated financial and judicial systems.

Maltese per capita income is relatively high (although lower than EU average) and trending upwards.

Separately, exports and imports amount to over 90% of the Maltese GDP and this creates significant opportunities for trade between Malta and Australia.

Exports from Malta to Australia have primarily been in the area of integrated circuits, electrical equipment for circuits, articles of leather, ceramic products, soft drinks and artefacts.

Imports from Australia mainly comprise meat and edible meat offal, dairy produce, plastic and rubber articles, fruit and nuts, cereals, machinery and mechanical appliances.

Recent Australian ventures that have located in Malta have been in the area of biotechnology, computer software and pharmaceutical production.

In the broader arena, companies domiciled in Malta manufacture and export a range of products including industrial goods such as automotive switches, microchips, giftware, cosmetics, toiletries, furniture, foodstuffs, footwear and clothing.

Malta also offers exciting investment opportunities in the tourist industry that is still growing at a good pace. This is evidenced by the high level of recent investment by a number of large European companies in the hotel and related industries.

The principal strategy of the Maltese Government is to develop Malta as a hub for commercial transportation, industrial and other services for the entire Mediterranean region. To that end, Malta has already created a modern transport and telecommunications infrastructure that enables rapid and easy access to destinations worldwide. Now that Malta is in the EU, this strategy will gain significant momentum and will provide enhanced opportunities for potential Australian investors.

As well, Malta has already established strong business links with North African countries – Libya and Tunisia. In fact Malta enjoys a “preferred partnership” status

with Libya. These markets are difficult to penetrate because of cultural differences and Maltese businesses are well placed to act as intermediaries, be it through joint ventures, partnerships, alliances or agencies.

The Maltese labour force is highly skilled, flexible and quick to adapt to technological change. Labour costs remain competitive and significantly lower than in mainland Europe.

On a pro-rata basis Malta boasts a higher number of university graduates than in many European countries. This provides an abundance of well-educated people, including skilled soft-ware engineers and technicians.

The Maltese Government has recently revamped its industrial incentives from ones that encourage only exports to a broader system that rewards productivity growth and promotes investment, regardless of whether they go into home or foreign sales.

The Trade Mission

The Trade Mission will provide an excellent opportunity for participants to seek new leads or re-affirm existing contacts with buyers, sellers, distributors, agents and service providers. It will serve as a fast track to undertaking market research and obtaining market intelligence to help assess specific business potential.

The AMCC will assist in any way possible to achieve the best result for the mission and will provide the following services on behalf of participants:

- publicity and advertising in Malta prior to the visit
- distribution of promotional literature
- identification of prospective contacts
- setting up of initial appointments with private companies and para-statal bodies
- briefing of participants prior to departure
- on the spot assistance as required
- co-ordination of travel and accommodation

Timing: The mission will be held from Monday 10th October 2005 to Friday 14th October 2005. Participants may, of course, opt to arrive earlier or leave later. Arrival in Malta for the core group of participants is scheduled for Friday 7th October returning to Sydney on the 16th October. Exact times of departure and arrival will be advised later.

Tourist attractions abound in Malta as the island has a long and interesting history. Group tours will be organised by the AMCC if there is sufficient interest.

What to wear: The weather should still be quite warm, heading into autumn. It is normally expected that men wear suits and ladies are suitably attired when conducting business.

It is important that proper attire is adhered to at all times and dress rules will be advised for each event.

Currency: The currency in Malta is the Maltese lira, abbreviated as **LM** followed by the amount. The units are the lira and cents, with 100 cents making up one lira. Current exchange rate is approximately \$4.00 Australian to 1LM.

Appointments and Meetings: The AMCC, in cooperation with the Maltese Australian Chamber of Commerce (MACC), the Ministry of Foreign Affairs, the Malta Enterprises Ltd (formally know as METCO), the Bank of Valletta (BOV) and the Australian High Commission will undertake to identify Maltese business contacts relevant to participants with a view to arranging meetings, and where necessary, plant visits.

To produce the best result, we will require, along with your application to join the Mission, the following details:

- **a brief profile of your business/company**
- **a detailed description of your product/service and interest in the mission**
- **website address (if available)**
- **a profile of the contacts you wish to establish in Malta.**

Cost:

The package cost per participant is \$ **5,500 for members and \$6,000 for non - members**. This includes:

- return economy class fares flying Emirates and Air Malta. Additional costs will be quoted if business or first class travel is requested at time of application.
- accommodation (bed and continental breakfast) in a private twin size room at the Corinthian San Gorg Hotel for eight nights. The hotel provides five star accommodation and is conveniently located in the hub of the tourist district, whilst only twenty minutes drive from the main city of Valletta.
- transfers to and from Malta airport
- transfers to and from hotel to business meetings
- administration costs to identify and set up appointments with business persons relevant to your business and to arrange presentations by qualified speakers
- travel kit
- personal assistance from AMCC committee members throughout the mission
- farewell dinner

The only additional expenditure for participants will be compulsory travel insurance. As well please allow for lunch and evening meals, personal expenses, entertainment and transport to individual meetings. Malta is easy to get around by bus, taxi or hire car. It is not unusual for Maltese companies to arrange transport for meetings on their premises.

Visas: No visas are required to enter Malta by persons holding an Australian or British passport. If you hold other passports, please contact the Maltese Consulate General in your capital city.

Applications

Applications to participate will close on the 1st September 2005.

Written applications, together with profile details requested in the section headed “Appointments and Meetings” should be mailed to the attention of the Executive Trade Mission Co-ordinator of the Chamber, Mr. George Doublesin.

The mailing address is:

**Attention: Executive Trade Mission Co-ordinator
Australian Maltese Chamber of Commerce
PO Box A2131,
Sydney South NSW 1235**

Alternatively please fax details to G. Doublesin (02)98314636 or on e-mail georged@amcc.org.au.

Payment:

A non refundable deposit of \$1,000 is required by 1st July 2005 to secure your application..

Balance of payment must be received by the 1st September 2005 to enable airline and hotel bookings.

Cheques are to be made payable to the “Australian Maltese Chamber of Commerce” and mailed to the above address.

We encourage you to respond as soon as possible as the number of participants is limited to ensure a more intimate level of discussion.

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