



THE MALTA CHAMBER

PRESS RELEASE

26th October 2020

Black Friday should be extended to Black weekend to avoid overcrowding

The Importers, Retailers and Distributors Economic Group (IDREG) within the Malta Chamber of Commerce, Enterprise and Industry, representing business in the retail sector, calls for an extension of Black Friday Sales proceedings over a number of days, and over extended opening times, to spread out the risk of overcrowding in the country's shopping spots.

The Malta Chamber is proposing that Black Friday and the sales associated with it should, this year, be extended from one day, to take place between the 26th and 29th November so as to avoid a rush to the shops. Businesses are also encouraged to take their trade online, by extending the same offers to their digital shops, for the benefit and convenience of all.

The IDREG has reached out to a number of key retail operators and shopping malls, in the last few days and all agreed that this proposal is in the best health and economic interest of all involved.

The Chair of the Malta Chamber's IDREG executive board, Mr Marcel K. Mifsud, said that "Black Friday is an important appointment in the retail business calendar as it provides businesses with an essential boost in an otherwise calm period. As circumstances stand, it is important that this year, all necessary precautions are put in place in order for Black Friday to be both a commercial success for businesses, but also a safe experience for everyone."

The Malta Chamber insists that all mitigation procedures which have been in place in the past months to protect the health of patrons and employees alike remain applicable. By extending the running time of this event, risk would be minimised further. The Malta Chamber urges all retailers and customers alike to adhere to all prevailing regulations and ensure that this year's Black Friday will act as a boost towards local retailers rather than a boost to the contagion.

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