



THE MALTA CHAMBER

PRESS RELEASE

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The Malta Chamber signs agreement with Evolve Ltd. for an Economy of Quality over Quantity

The Malta Chamber has signed a Bronze Collaboration Alliance Agreement with Evolve Ltd. with the aim of joining forces in developing the Chamber's policy in key areas related to the upholding of quality in all aspects of business and the economy.

Evolve Ltd. shall be supporting the formation of The Quality Committee, a new horizontal policy committee within the Malta Chamber. The objectives of the committee will be to research and make the necessary representations, about the importance of quality to business activities and products underlined by strong national objectives and values.

Speaking on behalf of The Malta Chamber, President Perit David Xuereb said that "Malta competes in a global village which is increasingly defined by excellence and quality, in today's business environment, mediocrity and sub-standards are ruthlessly and damagingly exposed. Business leaders must partner with Government and civil society to inculcate a culture where the current 'good enough' attitude is replaced by "nothing but the best" – whether this relates to the products that are manufactured in Malta, to the professional services provided to simple courtesy and good manners towards tourists who visit our shores."

"To this end, the Chamber is strengthening its policy-making capacity with a horizontal committee dedicated to Quality. This Committee within The Malta Chamber aims at inculcating a drive for excellence at every level of Maltese life, be it public office, private enterprise or any other realm. The Quality Committee is the fruit of The Malta Chamber's Economic Vision which places a great emphasis on quality" added Perit Xuereb.

The Chamber President said that "In this respect, the Chamber is proud to team up with Evolve Ltd. Evolve Ltd. will sit side by side with the Chamber in each initiative tackled jointly. In itself, this will derive a strong positioning benefit to Evolve Ltd. as it places itself at the forefront as a support of the Chamber providing invaluable resources that are channelled towards the benefit of the business community in Malta."

Managing Director of Evolve Ltd., Mr Christopher Busuttill Delbridge commented that the company has always believed that a necessary element required for having a resilient economy



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is that of Quality. He said that “The pursuit of Quality is a virtuous mindset. It pervades nations, organisations, and the notion of self. At Evolve Ltd we have always placed this as our cornerstone in the personal development of our employees which eventually builds the company culture. We have experienced first-hand what a quality shift in mindset can do for a relatively small group of people, let alone for a nation.”

Referring to the partnership agreement, Mr Busuttil Delbridge said that “To reach that larger audience we are collaborating with a like-minded organisation, The Malta Chamber of Commerce, to start what we are calling the Quality Committee – an initiative aimed at the heart of Malta across all business verticals.”

“The vision being proposed will be put forward through ubiquitous Quality Ambassadors from all walks of life, trained and approved by an appositely set up working group” added Mr Busuttil Delbridge.

“Never more than now, has the need for Quality over Quantity been more pronounced. Quality is a way of life,” Mr Busuttil Delbridge concluded.

The Bronze Collaboration Alliance Agreement was signed by Perit David Xuereb and Ms Marisa Xuereb as President and Deputy President of The Malta Chamber, respectively, and Mr Christopher Busuttil as CEO of Evolve Ltd.

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