



THE MALTA CHAMBER

PRESS RELEASE

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Malta Chamber helps Maltese retail and tech companies find international partners during virtual UK event

Earlier this week, Malta was the 4th most represented country from a total of 30 countries engaged in international virtual business-to-business meetings as part of 'Renaissance' Live, organised by Chamberlink (UK) and supported by the Malta Chamber as an Enterprise Europe Network (EEN) partner.

The event provided a digital platform for 17 Maltese tech and retail company representatives who met international counterparts during pre-set meetings. They explored how retail brands could use new and more innovative ways to put the customer experience at the centre of their business model by going digital.

Reacting to the positive participation response from Malta, the President of the Malta Chamber Perit David Xuereb said that the take-up of members for this event was very encouraging for the Malta Chamber in view of its efforts to provide insights on how to incorporate work flow and data models within an artificial intelligence framework across various industries.

President Xuereb said "Such event shows how the Malta Chamber is walking the talk on digital re-engineering in retail by actively supporting its members with initiatives to integrate their brick and mortar outlets with the digital channels, enhancing consumer choice and means to get it in an easier, convenient and more time effective manner."

Furthermore, President Xuereb added "We are doing all this while persisting in our internationalisation efforts during these challenging Covid months, embracing the potential of remote digital platforms and plugging them into our vast international business network for the benefit of our members".

The EEN team at the Malta Chamber is committed to remain close to Maltese ambitious companies seeking to reinvent their practices and leveraging their efforts with internationalisation partnerships through Enterprise Europe Network support.

The Malta Chamber encourages local retail and technology companies to stay tuned with its forthcoming support initiatives and matchmaking opportunities. These events can provide



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penetration in targeted markets by meeting selected investors, entrepreneurs, researchers and regional decision-makers. <https://www.maltachamber.org.mt/en/events>

Background Note:

The Enterprise Europe Network (EEN) supports SMEs in working with other businesses in Europe and countries outside of Europe, implementing partnering, advisory, innovation projects and helping them penetrate new markets. It consists of more than 600 member organisations in contact with each other over 64 countries.

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