



THE MALTA CHAMBER

# PRESS RELEASE

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## Liz Barbaro Sant appointed new Chairperson of TradeMalta

Liz Barbaro Sant, Vice President of the Malta Chamber of Commerce, Enterprise and Industry has been appointed as the new chairperson of TradeMalta, replacing Stephen Sultana who held the position for the past two years.

Following the Annual General Meeting of TradeMalta held in a hybrid format, Liz Barbaro Sant said that internationalisation has become increasingly important for the competitiveness of enterprises of all sizes. “In today’s environment, it grants a true independence from the local market business cycles,” said Ms Barbaro Sant.

The new Chairperson of the public-private partnership between the government and the Malta Chamber of Commerce said that “sometimes it might become complicated for small and medium size companies to understand the tendencies of the world’s economy when trying to explore new commercial opportunities, and this is where Trade Malta comes in to support and assist any size company.”

The outgoing Chairperson, Stephen Sultana said that during the past two years TradeMalta has continued to diversify, expand and refine the range of services to industry while assisting a growing number of Malta based companies to enter into new and emerging markets in Europe, Africa, the Middle East and Asia. “Key elements responsible for TradeMalta’s success include the backing it enjoys at the enterprise level, the committed support it continues to receive from both of its key shareholders and the customer-focused mentality of its staff and board members,” said Mr Sultana.

Anton Buttigieg, CEO of TradeMalta presented the administrative report to all shareholders and echoed his confidence that during the next three years, TradeMalta will rise to the ever-changing challenges of internationalization facing Maltese companies in a post-pandemic international business environment.

Minister for Economy and Industry, Silvio Schembri said that he looks forward to further strengthening the already existent excellent collaboration between the Government, Trade Malta and the The Malta Chamber of Commerce, Enterprise and Industry.

Whilst thanking the outgoing Chairperson, Mr Stephen Sultana for his commitment and work, Minister Schembri remarked the achievements attained by TradeMalta in developing rewarding opportunities worldwide for local business to export local products and Brand Malta, across the globe. Minister Schembri said that Maltese businesses should be proud of their reputable standing internationally for efficiency, quality and skilled human resources.

“Thus even during such challenging times, they should still perceive trade as a window of opportunity for diversification and growth,” said Minister Schembri while he augured well Ms Barbaro Sant in her new role that shall foresee the enhancement of Trade Malta’s strong foundations and new opportunities for businesses.

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