



THE MALTA CHAMBER

PRESS RELEASE

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Rachel Attard joins The Malta Chamber as its Media & Communication Strategist

The Malta Chamber of Commerce, Enterprise and Industry is pleased to announce that Rachel Attard will be taking on the role of Media and Communication Strategist at The Malta Chamber. Ms Attard brings with her a wealth of experience in broadcast and online media, and a wide skill set acquired through a solid career in professional journalism. More recently she continued to excel in media advisory roles with various private and public entities of national importance.

Rachel Attard said, *"I am looking forward to this new challenge with drive, enthusiasm and a sense of mission. The Chamber is a key contributor to this country's socioeconomic well-being and vision, and it is humbling to be part of its great team."*

Keith Demicoli, who joined the Chamber earlier this year in a Communications role, will continue to produce and present 'L-Intrapriza', the Chamber's weekly TV programme together with Malta Enterprise. Mr Demicoli said *"Coming to the Chamber after 13 years as a news reporter and anchor with PBS was a major shift that took a lot of courage. I am glad that I made the move because it emboldened me to be able to take on further challenges independently."*

Chamber President Marisa Xuereb welcomed Rachel Attard to the team and stated that *"The Chamber continues to attract some of the most talented doers on the island, both amongst its membership ranks as well as in terms of professionals who are eager to contribute to the Chamber's success in one capacity or another. On this solid foundation, we are able to give more value to our members and the Chamber is even more empowered to continue being the leading voice of business."*

Dr Marthese Portelli, the Chamber's CEO added: *"I am convinced that having Rachel on board will help us increase the impetus we seeded this year to make The Malta Chamber more modern, relevant and effective."*

Ms Xuereb and Dr Portelli thanked Keith Demicoli for his service to The Malta Chamber and commended his efforts in promoting its work.