



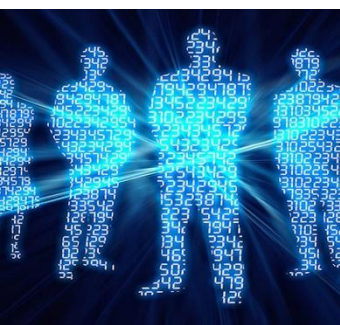
MINISTRY FOR THE ECONOMY,  
INVESTMENT AND SMALL BUSINESS



# SME Week 2015:

## How is the digital economy changing the role of employers? business breakfast

Tuesday, 29<sup>th</sup> September 2015  
Le Meridien Hotel, St Julian's



Corporate sponsor: Sponsors:



MEA 2015 Winner



# SME Week 2015:

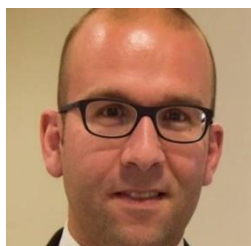
## How is the digital economy changing the role of employers? business breakfast

### What is the European SME Week?

The European SME Week is a pan-European campaign that aims to promote entrepreneurship in Europe. It helps existing entrepreneurs find information on available support and tries to encourage more people to set up their own businesses. Coordinated by the European Commission, this campaign consists of events throughout the whole year. The main event of the European SME Week is organised every autumn together with the SME Assembly and the European Enterprise Promotion Awards Ceremony.

Malta's businesses want a secure environment, where they will be able to enjoy the benefits of the big data revolution, cloud computing and cutting-edge technology while having access to finance and support. They also need to take advantage of the market of 510 million people the EU market provides. By choosing this theme, the SME Week aims to highlight digital skills, digital opportunities for businesses, digital entrepreneurs and internationalization-which is in line with the European Commission's efforts on increasing the importance of the Digital Agenda, and the benefits Maltese SME's and entrepreneurs can reap from using the web.

### Speakers



**Frank Psaila**



**Arthur Muscat**  
*President,  
MEA*



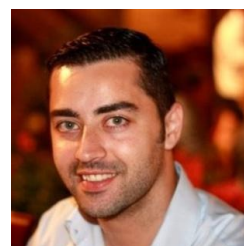
**The Hon. Jose'  
Herrera**  
*Parliamentary  
Secretary*



**The Hon. Kristy  
Debono**  
*Opposition  
Spokesperson*



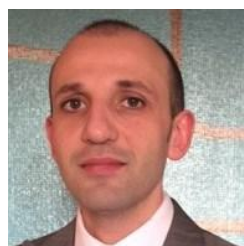
**Angele Giuliano**  
*Managing Director,  
AcrossLimits*



**Jonathan Azzopardi**  
*Director,  
Springbox Media  
Agency*



**Anamaria Magri  
Pantea**  
*Managing Director,  
Ascend Consulting*



**Jonathan Vassallo**  
*Director General,  
PPCD*



**Anthony Cachia**  
*Director General,  
Department of  
Contracts*



**Karl Herrera**  
*Head Incentives  
Administration,  
Malta Enterprise*



**Marcel Mizzi**  
*Vice President,  
Digital Malta*



**Bernard Agius**  
*Manager,  
MCA*



**Joseph Farrugia**  
*Director General,  
MEA*

# PROGRAMME

- 08.00      **Registration**  
*followed by breakfast and networking session*
- 08.45      **Introduction by moderator**  
*Frank Psaila*
- 08.50      **Address**  
*Arthur Muscat, President  
Malta Employers' Association*
- 08.55      **Address**  
*The Hon. Jose' Herrera, Parliamentary Secretary  
Ministry for Competitiveness and Economic Growth*
- 09.05      **Speech**  
*The Hon. Kristy Debono  
Opposition Spokesperson for Financial Services, Digital Economy & Investments*
- 09.15      **New Business Models in the Digital Economy**  
*Angele Giuliano, Managing Director  
AcrossLimits*
- Disruptive technologies abound and everything is being radically changed - from communications, to ways of production via transport and payment systems. Data and ideas are the new fuel on which businesses are functioning. Many traditional businesses have therefore to innovate their business models. Several new concepts will be discussed and examples given of how new models are being utilised by SMEs around Europe and the world.*
- 09.30      **6.5 Tools & Strategies to Grow your Business the Digital Way**  
*Jonathan Azzopardi, Director  
Springbox Media Agency*
- Building a successful business growth strategy is just like building anything – it starts with a solid foundation. These 6.5 digital tools and strategies are guaranteed to give you a better understanding of your business, customers and even competitors. Take advantage of a data driven decision making approach to grow and market your business the digital way.*
- 09.45      **EU funding support for pursuing Digital Economy opportunities**  
*Anamaria Magri Pantea, Managing Director  
Ascend Consulting*
- An overview of the various EU and other intergovernmental funding programmes supporting initiatives related to the take-up and valorisation of ICT as a key enabler of innovation and competitiveness across the entire economy and society. Showing you exactly where to look and who can inspire you!*
- 10.00      **Questions & Answers**
- 10.15      **Panel discussion**  
*Moderator: Frank Psaila*  
*Jonathan Vassallo    Director General, Planning & Priorities Coordination Division*  
*Anthony Cachia     Director General, Department of Contracts*  
*Karl Herrera        Head Incentives Administration, Malta Enterprise*  
*Marcel Mizzi        Vice President (Finance & Administration), Digital Malta*  
*Bernard Agius      Manager Business and Innovation Development, Malta Communications Authority*
- 11.40      **Closing remarks**  
*Joseph Farrugia, Director General  
Malta Employers' Association*

## Malta Employers' Association

The MEA is a multisectoral association dedicated to the promotion of healthy industrial relations by providing members with a range of advisory services enabling them to be better informed about their rights and obligations regarding their employees. Our association provides numerous services to its members, and all these are included in the membership fee. These services include:

- ➔ Representation on Government bodies;
- ➔ Representation on International relations;
- ➔ Consultancy services in industrial relations;
- ➔ Collective bargaining, representation on the Industrial Tribunal, and assistance in human resources management issues;
- ➔ The MEA is also formally registered as an employers' union, and this provides our members with the same rights as unions, including the right to lock out.
- ➔ The Malta Employers' Association is *the* leading lobby group for employers in Malta on issues related to Industrial Relations and Human Resources.

### 21 222 006 – The MEA's SME Helpdesk

The MEA SME Helpdesk was inaugurated in 2013 and is administrated by Anton Vella. A 24/7 telephone helpline (tel.: **21 222 006**) has been set up. SMEs can call us at any time and leave a message when our offices are closed. Mr Vella will then return the call on the next working day.

The Helpdesk, besides giving advice and important information on how an SME can be fully compliant with all local employment legislation, and other regulatory bodies, offer also handholding services when an entrepreneur decides to apply to benefit from any existing grant schemes, or other EU funded programmes. The SME Helpdesk organises seminars, courses and information sessions whenever the need arise in order to keep SMEs aware of all eventual changes in policies and regulations, and guide them accordingly. It also publishes a monthly newsletter which is sent electronically to SMEs. For further information, contact Anton Vella at [anton.vella@maltaemployers.com](mailto:anton.vella@maltaemployers.com).

In a nutshell, the MEA's SME Helpdesk is another tool in the hands of small business entrepreneurs, which can be used to empower their skills to achieve success in their business. Now it's up to SME and Micro employers to take this opportunity to join in the MEA's family, and make use of all services offered especially those which are available through the SME Helpdesk.

### MEA TV PROGRAMME

The MEA TV Programme shall resume in September 2015. We are already working on a number of exciting topics – all related to employment – and improvements to make the coming series more interesting to viewers.

MEA TV programme is broadcasted as follows:

First transmission:

- ➔ Every Tuesday at 1900 hrs on TVM2

With repeat shows on:

- ➔ Every Wednesday at 13.00 hrs on TVM2
- ➔ Every Thursday at 08.30 hrs on TVM
- ➔ Every Saturday at 10.00 hrs on TVM
- ➔ Every Sunday at 11.00 hrs on TVM2

We encourage members to advertise on the programme. Advertising on MEA will promote your products and also participate in strengthening employers' presence and voice in the media, something which is sorely required in Malta.

Call us on 21237585 / 21222992 for more info on the advertising rates.

All past programmes may be viewed on our [facebook page](#).

# REGISTRATION FORM

## Business Breakfast

How is the digital economy changing the role of the Employers?

Tuesday, 29<sup>th</sup> September 2015

Le Meridien Hotel, St Julian's

SURNAME (Mr./Ms./Dr.) \_\_\_\_\_

FIRST NAME \_\_\_\_\_

POSITION \_\_\_\_\_

FIRM/ORGANISATION \_\_\_\_\_

TEL. NO. \_\_\_\_\_

EMAIL \_\_\_\_\_

Registration is **free of charge**, but booking is necessary. Please return the completed registration form to Dorianne Azzopardi Cilia at email [admin@maltaemployers.com](mailto:admin@maltaemployers.com)

Please note that the number of participants is limited. Should the maximum number have been reached, you will automatically be placed on the waiting list.

### **For further information**

Dorianne Azzopardi Cilia

[admin@maltaemployers.com](mailto:admin@maltaemployers.com)

t: (+356) 21 237585, 21 222992