

together with



# BRIDGING THE GAP: STUDENT TO BUSINESS ENTREPRENEUR

## HALF - DAY CONFERENCE

Friday, 27th October 2017

MCAST Student House, Main Campus Paola

In collaboration with



With the participation of



# PROGRAMME

- 8.15am Registration and Welcome Coffee offered by ITS students
- 9.00am Introduction by Chairperson
- 9.05am Address by  
Hon. Dr. Chris Cardona  
Minister for Economy, Investment and Small Businesses
- 9.15am Address by  
Ms Dolores Sammut Bonnici  
President MEA
- 9.25am Address by  
Dr. Silvio De Bono  
President of the Board of Governors - MCAST
- 9.35am Panel Discussion: From student to business entrepreneur, what's missing, what's being done?  
Moderated by Pablo Micallef
- Sebastian Mizzi - MCAST Entrepreneurship Centre
  - Joseph Brincat - ITS,
  - Claire Zarb - CEBI, University of Malta
  - Anton Vella - SME Helpdesk Executive, MEA
  - Nicole Cini - Jobsplus
  - Denise Borda - MCA
- 10.40am Coffee Break offered by ITS students
- 11.10am Existing Incentives and Assistance for Start-Ups  
Cain Grech  
Coordinator, Business Development Malta  
Malta Enterprise
- 11.20am Entrepreneurship at MCAST  
Mr. Eric Flask  
Director Innovation & Entrepreneurship, MCAST
- 11.30am Minister's Address by  
Hon. Evarist Bartolo  
Minister for Education and Employment
- 11.40am Signing of MOU  
between MEA and MCAST
- 11.50am video clips  
MEA initiatives
- 11.55am The Maltese Business Story & the MEA's Innovative tools  
Mr. Joseph Farrugia  
Director General MEA
- 12.15pm Questions from the floor
- 12.30pm Closing remarks  
Mr. Joseph Farrugia  
Director General MEA
- 12.45pm Networking lunch  
ITS students will be offering snacks & refreshments

**HON. CHRIS CARDONA**  
*Minister for the  
Economy, Investment  
and Small Businesses*



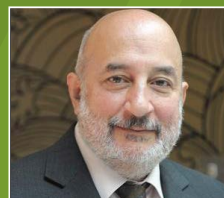
**HON. EVARIST BARTOLO**  
*Minister for Education  
and Employment*



**DOLORES  
SAMMUT BONNICI**  
*President,  
Malta Employers' Association*



**JOSEPH FARRUGIA**  
*Director General,  
Malta Employers' Association*



**SILVIO DE BONO**  
*President of  
the Board of Governors  
MCAST*



**ERIC FLASK**  
*Director Innovation &  
Entrepreneurship, MCAST*



**CAIN GRECH**  
*Coordinator, Business  
Development Malta  
Malta Enterprise*



**PABLO MICALLEF**  
*Panel Moderator  
Director Communications  
MCAST*



## MCAST

Established in 2001, the Malta College of Arts, Science and Technology (MCAST) is the country's leading Vocational Education and Training institution. This year, the College will mark its third anniversary from the setting up of the three Colleges which, together with the Institutes, are driving forward the development of courses and more focused methodologies and pedagogies for the respective levels falling under their remit. The most recent developments include the launching of the Skills Kits programme, new courses on Apprenticeship and Masters Degrees amongst others. MCAST students are prepared for careers in different sectors as the college collaborates closely with local industry to ensure that the knowledge, skills and competences within its programmes are appropriate and relevant to a dynamic economy. This relationship enhances the College's programmes that are flexible, relevant and responsive to the aspirations of the students and the needs of industry which are constantly evolving.



## MCAST ENTREPRENEURSHIP CENTRE

The MCAST Entrepreneurship Centre (MEC) aims to provide MCAST students and alumni with the opportunity to transform their creative and innovative ideas into profitable and sustainable business ventures. Taking a two-fold approach, the MEC aims to equip its young adults with the necessary knowledge, skills and competencies to succeed in an entrepreneurial economy. Primarily it focuses on the learners' cognitive development by ensuring a strong curriculum which targets all the levels of education at MCAST. Supported by an environment which is conducive to flourishing an entrepreneurial mindset, the entrepreneurship curriculum aims to provide the students with the tools and the confidence required to take the path towards business creation or utilise such skills in their place of work. The MEC also engages in entrepreneurship related activities which serve to enrich the learners' entrepreneurial experience. Apart from providing incubation spaces for business development, mentors are assigned to students and alumni who approach MEC with a business idea, to guide them towards reaching their full potential by establishing a rhythm of interesting and thought-provoking discussions.

### PANEL DISCUSSION *Panel is Moderated by Pablo Micallef*

**NICOLA CINI**

*Department Manager,  
Employment Services  
at Jobs plus*

**SEBASTIAN MIZZI**

*MCAST  
Entrepreneurship Centre*

**DENISE BORDA**

*eCommerce Analyst  
Malta Communications  
Authority*

**CLAIRE ZARB**

*Centre for  
Entrepreneurship and  
Business Incubation,  
University of Malta.*

**ANTON VELLA**

*Event Co-ordinator  
SME Helpdesk Executive,  
Malta Employers'  
Association*

**JOSEPH BRINCAT**

*ITS*



## 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.



## THE CENTRE FOR ENTREPRENEURSHIP AND BUSINESS INCUBATION

The Centre for Entrepreneurship and Business Incubation (CEBI) forms the Enterprise CAMPUS at the University of Malta and delivers the prestigious Master in Technology-based Entrepreneurship (MEnt). This postgraduate course is suitable for three key groups: (i) those wishing to start their own business, (ii) business advisers and (iii) those wishing to become intrapreneurs within existing organisations. The MEnt is delivered over one year during which students attend four intensive weeks of training. Students then progress to complete a Market Appraisal extended assignment for their own business idea. Next, students tackle their thesis - a business plan for their own business idea. Both assignments are mentored by experienced experts. All students undertake a viva exam in the form of a funding presentation, relating to their own business idea, in front of the Board of Examiners.



## MALTA ENTERPRISE

Malta Enterprise is the country's economic development agency, tasked with attracting new foreign direct investment as well as facilitating the growth of existing operations. Furthermore, it acts as an adviser to government on economic policy due to its close and constant interaction with the main economic players in the country. It is the driving force behind the creation of IFDIS, the Institute of Foreign Direct Investment Studies, an institution which offers research and training for FDI management to stakeholders involved in the development of FDI attraction and retention strategies. Malta Enterprise is also the national contact point for the Enterprise Europe Network through which companies based in Malta can develop links with counterparts in over 60 other countries. Malta Enterprise is also responsible for the growth and development of Maltese enterprises locally through Business First (B1st), the first port of call and one stop shop for the essential business services. Malta Enterprise also operates the Malta Life Sciences Park.

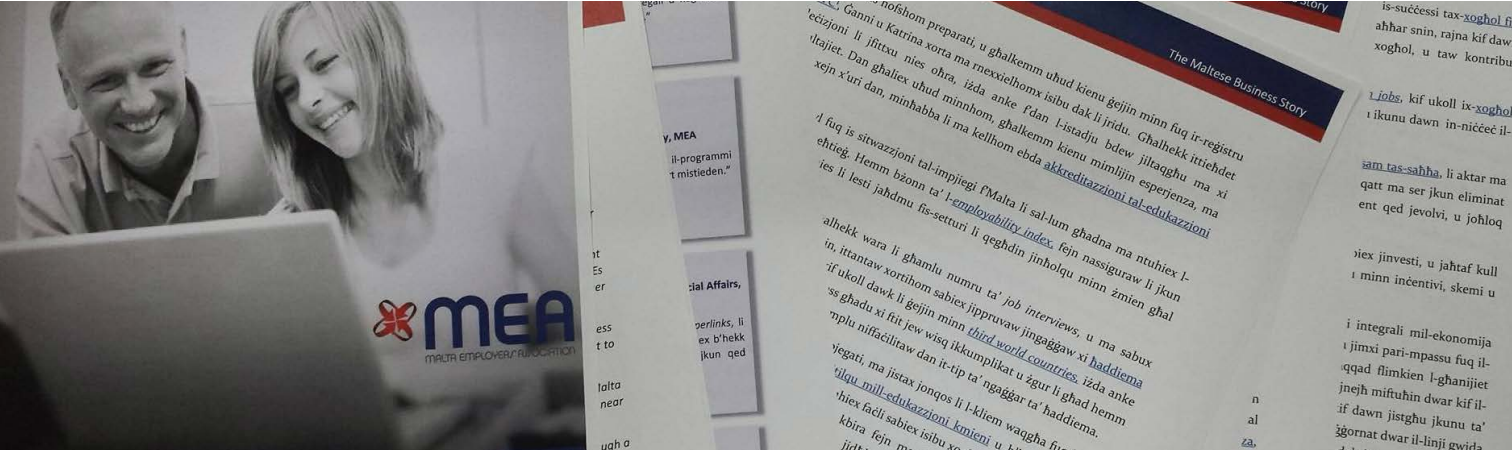


## ITS

Through its innovative high quality lifelong learning academic programmes, the Institute of Tourism Studies (ITS) trains people for tomorrow's tourism and hospitality industry. The Institute directs its resources towards the development of inclusive programmes which facilitate technical, generic and behavioural skills and competencies, integrate theory and practice, and promote modern leadership approaches.

The Institute now offers programmes from Foundation to Degree level, offering students the highest level of education and a unique opportunity to undertake an international internship with reputable collaborative Universities and Institutes, as part of the students' studies. All full-time ITS students are also required to undertake a local and industrial trade practice (LITP) during the summer months, within departments that are related to the students' course of studies and approved by the institute.





## THE MALTESE BUSINESS STORY INITIATIVE

Another SME Tool and an ongoing initiative based on MEA tv programmes, originated by the MEA SME Helpdesk, which can be accessed online, through the Malta Employers' Association official website. [www.maltaemployers.com](http://www.maltaemployers.com)

The Maltese Business Story Project, is a Malta Employer's Association initiative, promoting an entrepreneurial mindset especially among SMEs. Its aim is to assist start-ups, micros, and medium enterprises in achieving success in their business endeavours.

In just under 4000 words, this story incorporates 91 different business topics, each hyperlinked to their respective "MEA" TV programme. During the four years of the MEA TV series, more than 300 business experts shared their insight and knowledge to an audience of at least 20,000 people a week. Along with our YouTube channel, it is estimated that these programmes had over 2,000,000 views.

The Maltese business story follows two characters, Ġanni and his daughter Katrina, from their decision to open up a family business, onwards. The story delves into the situations they encounter and the way they manage to tackle the challenges they meet throughout their business venture. After each situation that Ġanni and Katrina encounter, a link to the appropriate MEA television programme is provided.

Each programme includes advice from a number of business experts explaining in more detail and in a more visual manner, a particular employer-related subject. The characters of Ġanni and Katrina, father and daughter, were chosen purposefully to appeal to both generations. The decisive and entrepreneurial character of Katrina is relatable to those in the young generation and also to the female counterparts who wish to set up a business of their own.

During this story telling, we mentioned also events, when the business entrepreneur has to react fast, and take a stand, in front of various situations. We also included situations when employees challenged their employer on very particular issues, which might had upset and created tension at the workplace.

The main challenge, while creating this initiative was to identify all sort of circumstances, and situations, which a business owner might encounter, and to produce informative TV programmes on the right topics.

This business story brings all these aspects to life, and helps all those working in the business world, to understand how important is the fact, to adopt a proactive approach, and anticipate problems prior occurrence. Therefore, this project is leaving a positive effect on the relations between employers and employees.

It's a unique experience, in promoting the entrepreneurial spirit, which can be easily repeated elsewhere around Europe, and we're sure that the majority of small business entrepreneurs will find it helpful and interesting. This Maltese Business Story initiative MEA is quite aware of the small business sector situation in Malta. 98% of the business community on the island, are SME's. The absolute majority are family run business. At the moment the 40,000 registered active business units in Malta employ not less than 163,000 employees. This put pressure on us, to ensure close surveillance on this small business sector. It's our duty to keep on creating SME tools to assist and nourish these ambitious young entrepreneurs.

In total, this project includes over 2,300 minutes of visual material aimed at helping business owners tackle problems at the place of work with further tips on how and when it is best to act.

This initiative sparks the idea, among young future entrepreneurs to, to build up a portfolio full of important data, policies, and strategies, on which a business must follow, and refer to, when needed. Although this initiative is aimed to be for SMEs and future entrepreneurs, there is no specific and particular target audience, which must be directed to, exclusively, because this can be also useful to big companies, that might encounter such situations.

We believe that entrepreneurship must start from the early stages, and this initiative helps a lot to identify the needs and where one should distinguish himself/ herself as a proper entrepreneur, by applying the pro-active and professional approach, in every step they take. <http://www.maltaemployers.com/en/the-maltese-business-story>

## SME WEEK 2017

The Malta SME Week 2017 is being held for the ninth consecutive year. During this period, several events are held to provide insight into what the EU and national institutions offer to support micro, small and medium-sized businesses. The SME Week aims to generate public awareness, especially amongst those people who wish to start a business or are already in business and wish to grow and expand their business activities. The SME Week is organized by the Ministry for the Economy, Investment and Small Business (MEIB).

This year, the Malta SME Week will be held during the month of October and amongst other things aims to:

- provide information on what the EU and national, regional and local authorities are offering as support to micro, small and medium-sized businesses;
- promote entrepreneurship so that more people, and in particular younger ones, seriously consider becoming an entrepreneur as a career option;
- give recognition to entrepreneurs for their contribution to Europe's welfare, jobs, innovation and competitiveness.

### MEA TV PROGRAMME

For the 5th consecutive year as from the 3rd October 2017 we kicked off another 26 episodes of MEA TV Programme "MEA" in a totally new modern studio. We are 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 once a week every Tuesday at 20.30 hrs on TVM2 with repeats as follows:

Every Saturday at 08.30 hrs on TVM

Every Monday at 09.00 hrs on TVM

All past programmes may be viewed on our YouTube channel



### THE MINISTRY FOR THE ECONOMY, INVESTMENT AND SMALL BUSINESSES

The Ministry for the Economy, Investment and Small Businesses is committed to continually improve on the services it offers and innovate the Maltese economy to ensure stability and growth. We believe that we will attain our targets in time as we are determined to maximise all opportunities that occur in our external environment. Our efforts will diversify our economy to facility new opportunities for SMES and will ensure sustainability in the long term.



MINISTRY FOR THE ECONOMY  
INVESTMENT AND SMALL BUSINESSES



35/1, South Street, Valletta VLT 1100, Malta  
Tel: (+356) 2123 7585 / (+356) 2122 2992

[www.maltaemployers.com](http://www.maltaemployers.com)

 [MaltaEmployersAssociation](https://www.facebook.com/MaltaEmployersAssociation)