



An event organized by



In collaboration with



# SME Business Clinic

Workshop Session

Friday, 24<sup>th</sup> October 2014

Supported by:



Following last years' successful event, the Malta Employers' Association decided to once again participate in the European SME week, being organized by the European Commission.

During this session, SMEs will have the possibility to be coached and diagnosed by experts in various fields. Participants will be given information on the current EU financial schemes available. Each participant will have the opportunity to register for a number of free consultancy hours, with one of the consultants present.

Devising and executing business strategy has become a more complex and dynamic challenge in recent years, particularly against a backdrop of intense political instability, fiscal austerity, and an uncertain economic climate. The commercial landscape is evolving rapidly, driven by value-for-money, new entrants, technological advances, and significant innovation. The financial strength of a business can weaken quickly, sometimes with little warning.

Malta Enterprise offers a Business Advisory Services Scheme which aims to provide tailored business advice to undertakings through selected advisors. Each advisory service address various aspects, key to the complete development and growth of the undertaking.

Business Doctors will provide you with:

- Business Start-up Support
- Business Planning and modeling
- International Competitiveness and export readiness
- Market Development
- Human Resources Management
- Intellectual Property Management and Registration
- Product and Service Development
- Quality – Certification and Improvement
- Information Management
- Engineering & Logistics
- Business Processes Reengineering
- Supply Chain Management

# PROGRAMME

- 1.30pm      **Introduction and moderation**  
*Mr Joseph Farrugia, Director General*  
*Malta Employers' Association*
- 1.40pm      *Brief address*  
*Mr Anton Vella, SME Helpdesk Executive*  
*Malta Employers' Association*
- 1.45pm      **Keynote address**  
*Mr John Portelli, Private Consultant*
- 2.00pm      **Business from a financial aspect**  
*Mr George Cassola, Private consultant*
- 2.15pm      **Guidance to start-ups**  
*Mr David Grech, Private consultant*
- 2.30pm      **Business advisory services scheme**  
*Mark Pizzuto, Manager*  
*Malta Enterprise*
- 2.45pm      **Question time**  
Panel: *Mr John Portelli, Mr George Cassola, Mr David Grech, and*  
*Mr Mark Pizzuto*
- 3.30pm      **Closing address**  
*Mr Arthur Muscat, President*  
*Malta Employers' Association*

**Registration for free consultation services.**