

OFFICIAL NEWSLETTER OF THE GOZO BUSINESS CHAMBER
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The Changing Face of Gozitan Business

(interview with Gozo Business Chamber President Joe Grech which appeared in "gozotoday")



The Gozo Business Chamber President Joe Grech says the creative and resilient Gozitans have learnt to move with the times.

Can you imagine driving straight to Gozo? No, not aboard the Gozo Channel, but straight into a connector tunnel in Circewwa and out

to Mgarr.... a 10-minute drive over the channel reducing the minimum 1-hour wait to cross over to the sister island.

Well the revolutionary idea has won strong support from Gozo's Business community and Joe Grech president of the Gozo Business Chamber, says accessibility is the key to the growth of economy of not just Gozo, but any island.

"Without a direct link to the airport, one can never attract foreign investment to Gozo. Accessibility means a higher inflow of Maltese and Tourists to Gozo which will definitely increase consumption. Export and Import costs related to the time factor will decrease and potential investors will no longer envisage Gozo as a no-invest-zone. The hardships and loss of time experienced by Gozitan students, workers and commuters re health needs should also be highlighted," Grech says.

Some business-owners have, however, warned that increased accessibility would endanger Gozo's appeal as getaway destinations – partly due to its limited accessibility. But Grech says this is just the perception of some people.

"We receive such warning for every major development in Gozo. We are already experiencing over a million a year of commuters to Gozo. An increase of more or less 25% of commuters to Gozo will not make that big difference.

"We have to make sure that the negative impact will be offset by other sustainable development. Besides, Gozo's appeal is in its unique lifestyle, traditions, crafts, traditional food, friendly people, architecture and historical heritage. Its isolation is only part of its holistic appeal".

So could certain niche businesses suffer as a result of increased accessibility to Gozo? Grech says that every new development translates into a negative impact on the environment. "One must however, make sure that this adverse impact is compensated by other sustainable development".

A recent survey by the Gozo Tourism Association found that the majority of tourism owners termed their performance during the first quarter of 2011 as 'bad';

while 36.4% qualified their business performance as 'fair'. And only 11.4% stated that their business was 'good'; and 4.5% described it as 'very good'.

Grech says that while he has no hands-on experience on the analysis of the Survey, he feels that it reflects the true current economic situation in Gozo.

"Tourism is one of the economic pillars of Gozo. It employs a good percentage of the Gozitan workforce. Its economic activity spills over trades. The downturn in the inflow of tourists is of great concern to the business community, the more so, when Gozo's tourism activity is very seasonal".

As Grech points out, the coming winter months means that Gozitans must make hay while the sun shines. The catering industry, for example, relies on its intake during the high season. "If this fails, skilled jobs in the catering industry will be lost to the detriment of the industry itself and the families concerned", Grech says.

Grech points out that Gozo's geographical position created constraints which businesses have to face day in, day out. Being an island of 30,000 people the business community caters for a small market.

"Industry production is limited and because of this, industry cannot benefit from the economies of scale. Due to Gozo's isolation, foreign direct investment is hard to come by. Job creation is very limited and we experience a brain drain of the most dynamic youths from Gozo. Industry suffers from mismatches and underemployment of skilled people".

Gozitans are resilient people; Grech is keen to point out. They are very creative, productive and open to change.....Change is a high cost challenge, but businesses have to adapt to circumstances. Gozo businesses have lately experienced change, restructuring, reorientation, and internationalization in their manufacturing industries".

Recently, the Gozo Business Chamber (GBC) launched an ICT Gozo Malta project whose objective is to create ICT related jobs and to attract back to Gozo, local graduates who work in Malta or abroad. "A visit to the ICT website www.ictgozomalta.eu says it all. Given the right incentives, funding, cooperation, collaboration from the authorities that be, Gozo will experience the desired economic growth".

Grech also says that retail business has kept abreast with time and one can note the change from coffee shops to souvenir shops and eventually, from souvenir shops to Pubs. Restaurants have updated their menus, refurbished their shops and installed new equipment. Take away outlets are cropping up everywhere.

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The ICT Gozo Malta Project now officially launched in Gozo

The ICT Gozo Malta Project, (ICTGM) which will be carried out through the collaboration of Synaptic Laboratories (Synaptic), a foreign ICT company based in Gozo, with the Gozo Business Chamber (GBC), was launched in Gozo earlier today. This project will be benefiting from the allocation of €50,000 through the Ministry for Gozo's eco-Gozo scheme for Non-Governmental Organisations (NGO's).

This project aims to create an online portal and forum to encourage, attract and facilitate bi-directional international ICT and Research & Development collaboration, with a focus on Cyber Security and Internet. It has the potential of spawning clusters of excellence with direct and indirect economic benefits and activity in Malta and Gozo. This would be instrumental in tapping the island of Gozo's potential in the development of this important economic sector especially with regards to the creation of value added job opportunities that strengthen economic growth both on regional as well as on national levels.

The ICT Gozo Malta Project was launched during an activity held in one of the island's hotels. Those who attended included the Minister for Gozo, Giovanna Debono, Jason Azzopardi, Parliamentary Secretary for Small Enterprise and Lands together with Frederick Azzopardi, Parliamentary Assistant within the Ministry for Gozo as well as senior representatives of Government Agencies and MCAST who form a steering committee that was established in relation with this project in order to also serve as an advisory body.

In her address, the Minister for Gozo explained how this project brings out priority areas connected with the eco-Gozo vision apart from those related to environmental issues. She stressed that the priority areas treated within the measures of the eco-Gozo Action plan 2010-2012 also include those related with the economy, society and culture besides those of the environment, the implementation of which will lead to the attainment of sustainable development for the island of Gozo.

The Minister continued by saying "that the main objectives of this project coincide with some of the objectives of the eco-Gozo action plan amongst which that related with the establishment of a one-stop-shop to facilitate investment in Gozo. Another measure that will be implemented by the ICT GM Project relates with



the carrying out of a survey amongst businesses in Gozo in order to evaluate the level of IT connectivity requirements for the island."

Jason Azzopardi, said that ICT is an important growth area for Malta. He explained how during the last year Government invested around €1 billion in ICT businesses and continued to point out how Malta ranks second on the list of Europe's most advanced in terms of e-Government. The Hon. Azzopardi praised the initiative taken through the ICTGM project and said that it is relevant to Government's objectives that consider ICT as a platform for the country's economic development.

The conference was also addressed by Mr Joe Grech, President of the Gozo Business Chamber, Mr David Pace, Project Manager as well as by Mr Ron Kelson, CEO of Synaptic and co-founder of the project who went on to explain how his company established itself in Gozo, "because government invested in the infrastructure that we needed to do what we are doing here." Mr Claudio Grech, Chairman of MITA as well as Dr Gordon Cordina, economist, who has recently worked on a study related with Human Resources on Gozo, which study was also related with the eco-Gozo Action Plan 2010-2012.

The Ministry for Gozo said that the ICTGM project is one among 38 that will be financed through the Ministry for Gozo's eco-Gozo Scheme for NGO's. "The allocation of €50,000 for this particular project forms part of a total allocation of €1.24 million to be shared by 37 Gozitan NGO's."



EUROPEAN REGIONAL DEVELOPMENT FUNDS FOR GOZO

Since joining the European Union, Malta immediately started to benefit from the many different funds available to member states and their citizens. One of the top funds which normally carries a huge budget and which is available to people who are in business is the European Regional Development Fund (ERDF).

The local entity which at the moment is responsible for the processing of the ERDF applications is Malta Enterprise. Malta Enterprise has over the last year tried to promote the availability of these funds to local entrepreneurs since these funds can help them to make the quantum leap in their businesses without the need to rely heavily on funding from their bankers which would come at a certain cost. The funds available can be used for a wide diversity of projects which could include renewable energy, tourism, education, transport, infrastructure, and many other sectors of the economy. From information obtained one can see that over the last year Maltese enterprises submitted a total of nearly Euro 80 million worth of projects. Of these, the grants received, were nearly Euro 35.5 million. The total number of enterprises which benefitted from these funds were of 570. However, when one makes an analysis of the breakdown of the projects and the funds applied for and taken up by Gozitan enterprises, one

finds that the figures are a bit disappointing for Gozo. In fact out of the total amount applied for, only 5.67% came from Gozo. When one looks at the funds actually received by the Gozitan enterprises one finds that these amount to around Euro 2.115 million. This represents just 6% of the total amount of funds received. We feel that this figure can and should increase.

We ask a few questions. Is the Gozitan entrepreneur less informed about the availability of these funds than the Maltese counterpart? Is it lack of interest from the Gozitan businessman? Does the Gozitan businessman need more hand holding when applying for these funds? Are we lacking when it comes for us to present forward an application on the proposed project? We at the Gozo Business Chamber always inform our members whenever there is a call on these funds. We can also help by giving direction as to what one needs to do in order to obtain and submit applications. Furthermore, Malta Enterprise advertises heavily on the local media these opportunities.

So come on, fellow colleagues, try to make the most out of these opportunities by keeping yourself informed and adjourned of these opportunities. Do contact the Chamber to see how we can help you.

TRAFFIC AND PARKING IN VICTORIA

During a meeting between Transport Malta officials and GBC Council Members, the problems being faced by the business community and residents in Victoria were discussed.

Foremost among these are the traffic jams forming in the main streets of Victoria, especially in Republic, Main Gate, Enrico Mizzi, Capuchin streets and St Francis Square in Victoria as well as in St Mary street in Marsalforn.

The Chamber suggested that this can be mitigated by

installing traffic lights to regulate the flow of traffic coming from Main Gate and Enrico Mizzi streets to St Francis Square. Also the use of zebra crossings in these areas should be controlled.

Once again, it was suggested that parking should be tackled and that all efforts should be made to create more parking lots. An educational campaign for the general public to make more use of the public transport, especially now that in Gozo the new service is much more frequent and reliable, should be considered.

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“Groceries are being replaced by Supermarkets, which are getting bigger and bigger every day. Retail shops are being replaced by Shopping Malls wherein International Brands are exhibiting their ware”.

“Agriculture equipment too is being modernized and through the use of EU funds, state of the art equipment is norm of the day. Farmhouses have been turned into self catering apartments, wherein one enjoys many amenities, including swimming pools”.

“Existing Hotels have been refurbished, extended and given a fresh look. The property industry has had its boom and now is experiencing the construction of high quality and lavishly finished properties”.

Back on the front of recent development, Grech welcomed the new public transport reform, describing it as a big asset to the business community as well as to the individual. “We are more than satisfied with the

reform. It has catered for a transport need that has restrained Gozo's economy. People can now move freely and the linkages to villages and sea-side resorts have translated into more economic activity.

“Public transport was unheard of in Gozo. This hindered commuters to Gozo, as they were often stranded in different parts of the Island”.

However he also regrets of the loss of a network that was 'coordinated' to match the Gozo ferry times. It's of big concern to students, workers, commuters, transfers to Mater Dei, patients to health clinics and visitors to Gozo. This affects too the business community as it disheartens internal/external tourism.

“We are informed that action is being taken to have a direct bus service from Cirkewwa to Valletta. We hope that we will have a replica of the express bus that was available in the 1960's which left Cirkewwa straight to Valletta without stopping at different stages along the route”.

GBC Proposals for Budget 2012

The Gozo Business Chamber has presented its proposals for Budget 2012 to the Hon. Tonio Fenech, Minister of Finance, the Economy and Investment, during a working breakfast for the business community held in Gozo.

The Chamber noted that the pre-budget document confirmed that Gozo's double insularity is acting as a deterrent to the economic development of the island. However, the Chamber is satisfied that the Minister is showing his keen involvement in order that Gozo benefits from development in tourism; medical health; care homes; environment and human resources.

In his presentation, the Chamber's President, Mr Joe Grech, listed a number of proposals that could be included in the forthcoming budget. These included:

- **Foreign Direct Investment** which, although this is a determining factor for job creation, it does not seem that an aggressive set of action or measures are planned.
- The planned **SMEs Park** for Gozo needs to be looked into more carefully as it will not satisfy the demand due to more investors asking for a site. Better utilisation of the area is important and the Chamber has suggested another area that can include garages / parking for trailers and the construction of an access road.
- Part of Gozo's heritage is the **Crafts Sector**. Due to lack of promotional funds, traditional crafts are dying out. The Chamber is suggesting that a consultant be appointed within the Directorate for Tourism and Economic Development in the Ministry for Gozo. Funds should be allocated for a centre for a Crafts Guild and ministries encouraged to buy traditional local craft.
- **Income Tax** The law has been amended to encourage professional persons to come and live in Malta. In order to encourage these professionals to invest in Gozo, thus creating new jobs, the Chamber has suggested that the tax-rate should be more attractive to those willing to settle in Gozo.
- The Chamber asked the Minister whether the planned **Incubator for Creativity and Design** could be set up at the Gozo Centre of the University of Malta. This could lead to foreign designers studying and doing research in Gozo, besides other developments.
- The maritime potential of Gozo could act as a **Potential for Jobs** in Gozo. The Chamber suggested that a study should be made to identify

other sites for Malta / Gozo crossings; y a c h t marinas; berths for cargo ships, cruise liners and fishing vessels; as well as a site

for the repair of small sea vessels, or sites for private investment in water sports.

- After consulting with the Malta Developers Association, the Chamber has made various proposals concerning **Property Development**. These include a one-off concession to waive stamp duty to first time buyers; a concession on capital gain from 12% to 7% on new buildings which are energy efficient (Eco Gozo); the renewal of MEPA permits on expiry after five years; mixed use of buildings in residential zones; charges for villa zones to be on building area and not on land used for garden or landscaping; encouraging the renting of present buildings for social use by introducing a FWT rate of 5% and a 15% FWT on other rentals.
- The Chamber suggested that, as an incentive to create more work in Gozo, 10% of the funds allocated to the **ERDF Energy Grant Scheme** be reserved for Gozo projects so that projects that attain the minimum mark will get the funding.
- The **retail shops in Gozo** are at a disadvantage vis-à-vis their Maltese counterparts as they have to pay extra for the delivery of goods from Malta to Gozo. The Chamber would like to ask whether a refund of such extra expenses could be considered in order to create a level playing field and fair competition.
- Another suggestion is that when **courses at MCAST (Gozo)** are cancelled due to the small number of applicants, ETC should come into an agreement with MCAST and subsidise such courses.
- With regards to **ICT Connectivity**, Gozo relies on one cable link with Malta. Is Gozo due to benefit from the fibre optic link proposed in the Pre Budget Document? Better connectivity can encourage more ICT investment in Gozo, a sector which blends perfectly with the Eco Gozo policy.
- **Physical connectivity** should also be considered and, without lessening the importance of the **tunnel** idea, the **Airstrip** proposal should not be discarded, especially now that the EU Commission is emphasizing the development of island communication through the "Single European Sky" programme.
We also urge the completion, as soon as possible, of the adaptation of the Gaudos and Ta' Pinu Gozo Channel boats to take more cars by installing the hoistable decks.
- The Chamber suggested the encouragement of **Fund Management Business** in Gozo as we feel that the island offer an ideal environment for managers and staff of such enterprises who normally seek a safe and tranquil locality with space for their offices and good means of communication. As usual, the push to encourage these investors to choose Gozo needs to come from the offer of added benefits and incentive from government.



Meeting with Committee members of Gozo University Group

The committee of the Gozo University Group (GUG) has met with officers from the Gozo Business Chamber to discuss how both organisations can be of mutual benefit and to explore areas in which to cooperate.

During the meeting, the GUG representatives expressed their wish to participate more and be listened to in matters relating to Gozo and, especially, to Gozitan youth. They also explained their plans for the coming months and how they would like to involve themselves in business in Gozo. It should be noted that many university students are following business courses.

As students attending the University in Malta, one of their main worries is the transport between Gozo and the University. In fact, the GUG representatives explained the need they feel for a direct bus from Cirkewwa to the University/Mater Dei and Gozo Channel's efficiency especially in punctuality. Another concern mentioned was the need for certain courses that could be held at the University's Gozo Centre.

The President of the Chamber explained to the students about the ICT Gozo Malta project which the GBC is



undertaking as part of the ECO Gozo scheme launched by the Ministry for Gozo. It was explained to the students that the main scope of the project is to create an ICT cluster in Gozo thus providing opportunities for jobs in Gozo. On its part, the Chamber offered its support.

The XI Insuleur Forum

The XI Insuleur Forum was held in Cagliari on the 20 and 21 October 2011. The subject chosen for this event was "Infrastructure and transport: Territorial cohesion and economic growth for the islands."

Joe Grech, the President of the Gozo Business Chamber, Anthony Bezzina (treasurer) and Anthony Coleiro attended for this Forum.

The current crises that is effecting many European countries and in particular Greece, Italy, Spain and Portugal was mentioned by various speakers. They emphasized that in such circumstances, the populations living in islands and mountainous regions suffer most given that the problems poised by nature through the insularity are more felt in such areas, also since governments tend to concentrate more on the core areas of their countries in such situations. Therefore, the people living in islands need more than ever to join together to present a common front with the EU to fight for their rights to be at part with other populations living on the mainland.

The Forum discussed the mode (public vs. private) of management of ports and airports and how these effect the development of islands and their entrepreneurial fabric. Public participation in the management of ports and airports is important for the proper regional economic development as it allows the consideration of local needs and interests, and does not have a strategy only based on return on investment. The speakers presented concrete examples of business models for port and airport (business strategies vs. public

interventions), and considered how the privatization of the management of ports and airports effected the development of island territories and SMEs.

Moreover, the European Commission vision outlined in its White Paper a sustainable and competitive transport system that does not take into account the specificities of the island territories for which transportation is limited to air and sea. The islands face conditions that imply the necessity of policies that are consistent with the islands' interests. The support for the development of the territories was a very important issue and if necessary it has to be done at a financial loss. Governments should assist islands, even if they would not be making any profit from them.

The Forum also dealt about the competition policy, notably through the regulations on state aid implemented by the European Commission that are presently under review. In its White Paper, the EC points out its willingness to strictly enforce the competition rules in all modes of transport and to avoid distortions of competition. However the implementation of European policy must be differentiated for islands when necessary. Some of the sessions dealt about the specificities of the island territories and presented concrete problems faced by companies operating in islands and remote areas. Suggestions were made and as a result a resolution was to be sent to the European Commission mainly with regards to the issue of state aids and cohesion policy that are currently being debated in Brussels.

Upgrading of the Cittadella

The Gozo Business Chamber has welcomed MEPA's decision to approve the Ministry for Gozo's project for the upgrading of the Cittadella.

Apart of the fact that the Cittadella is one of the major tourist attractions in Gozo visited by thousands of local and overseas visitors, the upgrading of the area and the facilities being envisaged will surely increase the place's

attractiveness and will serve as a living history lesson to all.

At the same time, the GBC would like to express its satisfaction that work on the reconstruction of the Victoria – Mgarr road is in full swing. We greatly look forward to its completion as this major road is Gozo's lifeline which, together with the nearly completed upgrading of the Villa Rundle project will enhance Gozo's main city.

Safety in the Agriculture Sector

The European Agency for Safety and Health at Work has noted that Agriculture is one of the most hazardous sectors in terms of work related accidents.

In its Fact Sheet 99, the Agency refers to maintenance tasks in agriculture; hazards related to maintenance in agriculture; most common contributory factors to maintenance – related

accidents in agriculture; and preventive measures. It also gives information about maintenance of machinery and vehicles as well as working in confined spaces, among others.

The fact sheet is available in 24 languages at <http://osha.europa.eu/en/publications/reports>

The Electronic Public Procurement System (EPPS)

Members of the GBC had the opportunity to attend for a seminar in Gozo on the Electronic Procurement System.

This was made possible through the cooperation of Mr. Robert Grixti, Assistant Director of Contracts, IT Unit, who gave a presentation about the EPPS and how to use the system.

Those present had the opportunity, not only to listen but also to ask questions and to clarify various points. The EPPS refers to the new portal

<http://www.etenders.gov.mt> through which public calls for tenders will be issued. The EPPS will eventually replace the Department of Contracts'online services. Registration is free of charge. Mr.Grixti explained other details which will help those interested in tendering for public calls.

Our thanks to Mr.Grixti for coming over to Gozo to lead the seminar and to the Ministry for Gozo for the use of the NGO Centre.



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Investing in your future

Promoting the Island of Gozo

by Chev Tony Coleiro

MBA FIH FISMM FTE FlnstTT OLJ OBSS, Chairman, GBC's Tourism Unit

GBC jointly with Madame Beatrice Hohler, Managing Director and Editor in Chief of Al Paraiso und Residentenkurier - www.alparaiso.com; www.residentenkurier.com; worked together to publish a dedicated magazine for Gozo – A Special Feature on Gozo during the year 2010 / 2011. Al Paraiso is a wonderful tourism magazine which shows unique traveller's paradises like the Maltese Islands or Andalucia. It comes out in German and Spanish, and is distributed along the andalucian coast and in Seville (where you have direct flights very cheap to Malta). Readers just love the magazine, and show it to other friends and family, so each printed edition will easily be read by 25.000 readers. Some of them even collect the magazines.

Apart from the printed version the whole magazine can be read worldwide on the internet by flipping the pages, and we do have readers from all over Spain: www.alparaiso.com

In May/June we could do a special feature about the Maltese islands, focussing on GOZO as a place that is worth staying longer than usually one day. GOZO has so much to offer. I would like to concentrate in the May issue on 4 main points:

- GOZO as the eco-island
- GOZO as a paradise for diving and other sport activities like wandering, biking etc.
- GOZO agro-tourism, lovely

farmhouses

- GOZO especially for SPA and wellness tourism

The main aim is to show that within the Maltese islands GOZO is different, mainly because of its people, lots of them farmers, fishermen, and there are still old traditions, crafts, very special. Farmhouses, hotels, tourism businesses etc. Were presented



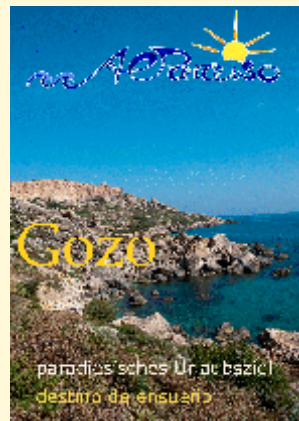
on the two issues published during Year 2010/2011.

Another publication which GBC jointly with Ncommunication Ltd., a subsidiary publishing company of Ennecimedia S.r.l. Directed by Dr. Nicola Bellodi, Editor – in - Chief and Executive Director, has been working to produce a dedicated magazine for Malta and Gozo. After the success obtained with the magazine dedicated to class and luxury – www.classandluxury.it,

Enneci Media Publisher jointly with its strategic partner NCommunication Ltd., with the assistance of GBC, are also launching a new publishing project, which will be released February 2012, at the International Tourism Exchange Exhibition (BIT) in Milan. A series of monographic bilingual magazines, Italian and English, on an annual basis, called Be Quality & Style, which will review the "territory", each time a different place is considered. To this effect, Gozo will be the next destination additional to Malta, will be experienced in its full conformity, in order to know its features, characteristics and to live the Maltese Island's spirit, until it becomes yours.

Our aspiration is to take reader by hand and take him to the most exclusive places, that we have seen and chosen for him, which ooze quality and style, like the most charming places, the most suggestive sites and the most cultivated locations. A route of authentic flavors, places still unknown but already familiar, that will become an unforgettable memory.

A value, that of Be Quality & Style magazine, that will give significance not only to all international realities, but also to the up-and-coming local economic realities, culture and current occurrences which will give the reader a wider range of information, towards the professional exclusivity of the most prestigious companies. The magazine will be divided into thematic areas, pointing on sophistication and excellence of the advertisers, accurately chosen and included in an editorial planning of advertorial contents and targeted interviews with an approximate distribution of 100,000 copies worldwide. <http://www.ennecimedia.it/web/>



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