Business Seminar: Creating Added Value for Businesses and NGOs through digitalisation

Daniel Borg Friday 29, Saturday 30 July

Dear all,

Thank you for attending today's session. Digitalisation will play a very important for businesses and NGOs both in Malta and in Gozo. However, for our realities, especially those in islands such as Gozo, digitilisation can and will be playing a very important part. As a Chamber in 2019 we had done the INSULEUR Forum here in Gozo where we had discussed the opportunities of digitalisation for islands. A main theme that emerged from the discussion was that digitalisation can help bridge the gap for business entities on islands with those situated on the main land. How? Transportation and accessibility are the two main issues faced by islands. This leads to an increase in costs and difficulties for those businesses and NGOs which are based on islands.

In this sense I believe that the COVID-19 pandemic has introduced a whole new dimension to how we perceive things. Today online meetings are an established reality. For us, especially businesses and NGOs which are situated in Gozo, the fact that we can attend meetings online has been very helpful. Digitalisation has also meant that today we can make our voices heard much more efficiently and effectively, and this applies both for businesses and NGOs. We now no longer need the print media, but can make our voices heard through social media. The world has changed. But this also means that we need the necessary tools and training to be able to adapt accordingly.

Consequently I am very happy that we as a Chamber through the Leader programme (Rural Development Programme 2014 – 2020) administered by the Gozo Action Group Foundation, and from here I would like to thank Mr Yosef Magro for his constant help, we partnered with Harbour Solutions on this very interesting project, which should offer a platform for businesses and NGOs here in Gozo.

Għeżież,

Grazzi li attendejtu għal din is-sessjoni li qed norganizzaw illum. Id-diġitalizzazjoni għandha sehem importanti għan-negozji u l-NGOs kemm f'Malta u kemm f'Għawdex. Għalhekk għar-realtajiet tagħna, speċjalment dawk fi gżejjer bħal Għawdex, id-diġitalizzazjoni għandha u se jkollha sehem importanti. Bħala Kamra fl-2019 konna organizzajna l-Forum tal-INSULEUR hawn f'Għawdex. F'dan il-forum konna ddiskutejna l-opportunitajiet li d-diġitalizzazjoni toffri lill-gżejjer. Tema mportanti li ħarġet mid-diskussjoni hi li d-diġitalizzazjoni tista' tgħin biex tegħleb dawk id-diffikultajiet li ġeneralment huma assoċjati mal-insularita. Kif? Basta wieħed isemmi t-trasport u l-aċċessibilita, li huma l-iktar żewġ affarijiet li jaffaċċjaw dawk l-entitajiet li huma stabbiliti fil-gżejjer. Dan iwassal għal żieda fl-ispejjeż u d-diffikultajiet li jaffaċċjaw kemm in-negozji kif ukoll l-għaqdiet mhux governattivi fil-gżejjer.

F'dan ir-rigward nemmen li l-pandemija tal-COVID-19 introduċiet dimensjoni ġdida tal-mod kif nipperċepixxu l-affarijiet. Illum huwa normali per eżempju li laqgħat isiru onlajn. Kemm għal negozji kif ukoll għall-għaqdiet mhux governattivi li huma stabbiliti f'Għawdex il-fatt li nistgħu nattendu laqgħat onlajn fisser nuqqas ta' spejjeż u skariġġ żejjed. Id-diġitalizzazjoni fissret ukoll li llum huwa iktar faċli li nsemmgħu l-vuċi tagħna b'mod iktar effettiv u effiċjenti. Dan japplika kemm għan-negozji u kemm għall-għaqdiet mhux governattivi. Illum ma għadx baqagħlna bżonn tal-midja stampata, imma nistgħu nsemmu l-vuċi tagħna permezz tal-midja soċjali. Id-dinja nbidlet. Imma dan ifisser ukoll li għandna bżonn l-għodda neċessarji u l-ħiliet biex nadattaw lilna nfusna għal dawn ir-realtajiet.

Għalhekk ninstab kuntent ħafna li bħala Kamra permezz tal-programm LEADER (parti mill-fondi għall-iżvilupp rurali 2014-2020) u amministrat mill-*Gozo Action Group Foundation*, stajna nissieħbu ma' *Harbour Solutions* fuq dan il-proġett tassew interessanti. Dan il-proġett għandu joffri pjattaforma għan-negozji u l-għaqdiex mhux governattivi Għawdxin. Nixtieq nirringrazzja lil Yosef Magro tal-għajnuna kontinwa fuq dan il-proġett.