



THE MALTA CHAMBER

PRESS RELEASE

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The Malta Chamber and ICT Solutions Sign Alliance Agreement to Promote AI Adoption

The Malta Chamber of Commerce, Enterprise and Industry and ICT Solutions have signed an alliance agreement aimed at promoting the adoption and effective use of Artificial Intelligence (AI) among businesses in Malta.

Through this collaboration, both organisations will work together to raise awareness about the opportunities presented by AI technologies, while supporting businesses in understanding how AI can improve operational efficiency, innovation, and competitiveness.

As part of the agreement, a series of information sessions and knowledge-sharing events focused on AI adoption will be organised over the coming months. These sessions will provide practical insights, expert guidance, and real-world applications tailored to the needs of Malta's business community.

Speaking about the agreement, Dr Marthese Portelli, CEO of The Malta Chamber, highlighted that AI is rapidly becoming a key driver of business transformation across all sectors. "Through this alliance with ICT Solutions, The Malta Chamber is committed to helping businesses better understand and embrace AI technologies in a practical and responsible manner. By creating opportunities for discussion, learning, and collaboration, we aim to support companies in strengthening their competitiveness and preparing for the future," she noted.

"AI is moving from boardroom conversation to everyday business reality, and our role at ICT Solutions is to make that transition practical and tangible for Maltese organisations. Through this alliance with The Malta Chamber, we want to ensure that businesses of every size — and across every sector — have access to the hands-on guidance, sector-specific use cases, and trusted expertise they need to turn AI from a concept into measurable outcomes," said Lincoln Grima, Chief Commercial Officer at ICT Solutions.

This alliance agreement reflects the shared commitment of both organisations to support digital transformation and innovation across Malta's business landscape.

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