



THE MALTA CHAMBER

PRESS RELEASE

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The Malta Chamber and Smart Technologies Ltd Sign Alliance Agreement to Advance Digital Transformation and Business Resilience

The Malta Chamber of Commerce, Enterprise and Industry and Smart Technologies Ltd have signed an Alliance Agreement aimed at strengthening collaboration to promote digital transformation and business resilience across Malta's business community.

The agreement establishes a strategic partnership founded on shared principles of innovation, digital excellence and long-term business sustainability. Through this collaboration, both organisations will work together to support businesses in embracing digital technologies that enhance operational efficiency, competitiveness and resilience in an increasingly dynamic economic landscape.

As part of the agreement, The Malta Chamber and Smart Technologies Ltd will organise a series of sector-specific information sessions focused on digital transformation and business resilience. These sessions will provide business leaders with practical insights into emerging technologies, digital strategies and best practices that can help organisations navigate evolving market challenges while building future-ready operations.

Speaking during the signing, Dr Marthese Portelli, CEO of The Malta Chamber, noted that digital transformation is no longer a choice but a necessity for businesses that want to remain competitive and resilient. "Through this alliance with Smart Technologies Ltd, we are reinforcing our commitment to equipping businesses with the knowledge and practical tools they need to embrace innovation with confidence," she highlighted.

Joe Aquilina, Smart Technologies Ltd CEO emphasised that "this alliance is a great opportunity for us to work more closely with The Malta Chamber and support businesses across Malta with their digital transformation. We both want to help businesses make better use of technology, become more resilient and be better prepared for the future. By combining our strengths, we can make a real difference."

This alliance reflects both organisations' shared commitment to fostering a more innovative, resilient and digitally empowered business ecosystem, ensuring that enterprises across all sectors are better positioned to thrive in the face of ongoing technological and economic change.

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