



THE MALTA CHAMBER

PRESS RELEASE

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The Malta Chamber and M. Demajo Group Renew Bronze Sponsorship Agreement

The Malta Chamber of Commerce, Enterprise and Industry and M. Demajo Group have renewed their Bronze Sponsorship Agreement, reaffirming their commitment to supporting Malta's business community, with a particular focus on encouraging the uptake of digitalisation across the country.

The renewed agreement reflects the importance of collaboration between established businesses and business organisations in helping Malta's enterprises embrace digital transformation, improve operational efficiency and strengthen their competitiveness in an increasingly technology-driven economy.

As businesses face growing pressure to adapt to evolving technologies and changing market demands, digitalisation remains a key driver of productivity, innovation and sustainable growth. Through this collaboration, The Malta Chamber and M. Demajo Group aim to contribute towards greater awareness of the opportunities digital transformation presents for businesses operating in Malta.

Commenting on the renewed agreement, William Spiteri Bailey, President of The Malta Chamber, said that "digitalisation is no longer an option for businesses seeking to remain competitive; it is a necessity. Malta must continue to encourage enterprises of all sizes to embrace technology, streamline their operations and invest in solutions that drive productivity and innovation. Partnerships such as this one with M. Demajo Group are important in supporting our efforts to build a more agile, efficient and competitive business environment. We look forward to continuing our collaboration to help businesses recognise and act on the opportunities that digital transformation offers."

The M. Demajo Group is honoured to sponsor such an esteemed institution, recognising the Malta Chamber's invaluable role in supporting businesses, driving economic progress, and championing innovation across Malta's business landscape. Through its advocacy and forward-looking initiatives, The Malta Chamber fosters a thriving business community while helping organisations embrace the opportunities presented by digital transformation and technological advancement, ultimately contributing to the nation's prosperity.

"The Malta Chamber's dedication to supporting businesses, promoting innovation, and driving economic progress is essential for Malta's continued success. As businesses navigate an increasingly digital world, initiatives that encourage digital adoption and transformation are more important than ever in strengthening competitiveness and ensuring long-term growth," stated CEO JJ Miceli Demajo.

By sponsoring The Malta Chamber, the M. Demajo Group reaffirms its commitment to the Maltese business community and to supporting the digital evolution of local enterprises. Together, the Malta Chamber and the M. Demajo Group aim to raise greater awareness of the opportunities that digitisation and digital transformation present for businesses operating in Malta, helping them enhance efficiency, competitiveness, and sustainable growth in an increasingly digital economy.

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