



NEWSLETTER

ISSUE 31
APR - JUN 2017
MALTA UNIVERSITY HOLDING COMPANY LIMITED

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Now offering International Shipping on most
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CEO'S CORNER



I have decided to dedicate this article to MUHC's involvement in the local crowdfunding scene. In fact, MUHC own 50% of PEI Ltd, the company which runs the only crowdfunding platform in Malta, branded **ZAAR**. Our equal partner in this venture is the Malta Business Bureau (MBB). This is not the only instance of collaboration between these two entities as both are also the local promoters of the Go & Learn Project.

What is Crowdfunding? Crowdfunding is a fast growing alternative means to raise funding for projects or ventures where entrepreneurs or start-ups raise small amounts of money from a large number of people.

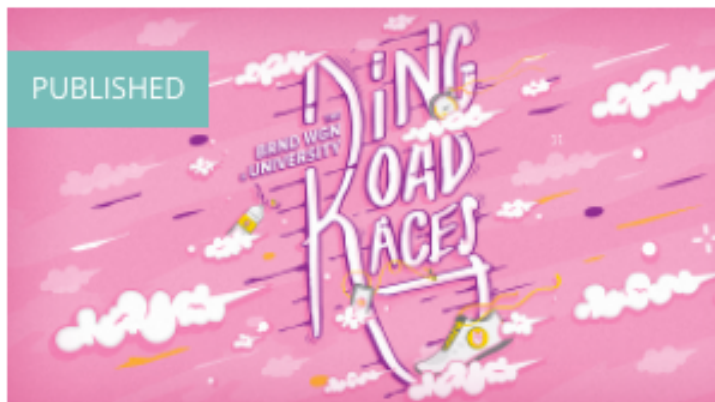
A 2013 report commissioned by the MBB (**Market Gaps in Access to Finance in Malta**) had indicated a finance gap for small companies with 30% of the latter finding great difficulty to finance their further development in the range of €20K to €50K. The timing of these conclusions was spot on as, at the same time, the University of Malta was also thinking of a crowdfunding project to complement its growing entrepreneurship eco system on Campus. The idea there was to help research projects with commercialisation value to seek finance.

So it made perfect sense for the MBB and UoM (through its commercial arm, MUHC) to take this project forward. It was also one of the first commercial/social development initiatives with an entity representing almost all of Maltese industry collaborating with the highest academic institution on the island.

The **ZAAR** platform was launched in January 2016. It currently adopts the donations and rewards based model so relevant to the creative, cultural, software development, social enterprise/NGOs, local councils and tourism sectors amongst others. Under this model Backers supporting projects do not expect a financial return. Rewards, however, are usually token in nature and reflect the level of support given.



Since its launch the platform has raised over €100,000 and hosted almost 40 projects with a 65% success rate which compares very well with the global average success rate of 50% for crowdfunding platforms. MUHC itself has successfully promoted and concluded two consecutive annual “Murphy” campaigns in aid of Hospice Malta as part of its annual University Ring Road Races Event.



MURPHY RETURNS TO RUN FOR HOSPICE MALTA

€1,244.25 RAISED



MURPHY RUNS FOR HOSPICE MALTA

€1,061.00 RAISED

This initial success of **ZAAR** was also due to financial sponsorships from the likes of the Ministry for the Economy, Investments and Small Business and the Arts Council of Malta as well as the in kind pro-bono professional support by Grant Thornton Malta.

ZAAR is already looking to the future. Besides, obviously, seeking to expand its current rewards/donations based offering further, over the past year or so it has served as a catalyst to instigate a national discussion on how Malta can move on to the more advanced form of crowdfunding which is equity based. This of course makes more sense for larger business concerns and can have positive local and foreign investment effects. This lobbying led to a very successful workshop being organised in January 2017 by the MFSA, in collaboration with **ZAAR**, to discuss the White Paper on Investment Based Crowdfunding. As we speak the national Financial Services Regulator is drafting new legislation which should see investment based crowdfunding introduced in Malta.

MUHC will continue to play its small part in this novel story not only as a shareholder and a member of the Board of Directors of PEI Ltd but also as a member on the Advisory Committee which works very closely with the executive arm of **ZAAR**.

Cheers,

Joe.

BATTLE OF THE BRAINS

ROUND 3



Friday the 14th of July marks the 3rd edition of 'Battle of the Brains'; a series of quiz nights which we set up last year supporting research in ALS through a collaboration with the University of Malta Research, Innovation & Development Trust. Since its setting up in 2011, the RIDT has managed to raise very close to €2m from the Maltese community towards research in various areas of study at the University of Malta. As you probably know, there is currently no cure for ALS and the disease is terminal; our aim is to help fund more and more research so as to get closer to combatting the illness.

Since its first edition held last year in May, Battle of the Brains has built quite a reputation for itself; it's definitely not your regular quiz night and in fact we are constantly looking to make things bigger and more entertaining for our participants. This time round we have in fact vamped things up a bit with new rounds and bigger prizes (keep up to date on Facebook – all is soon to be revealed). We are also pleased to announce that we shall be holding the quiz at Saracino's restaurant in Attard – we've even thrown in Garlic Bread and Pizza!!

New venue, unconventional rounds, al fresco dining, a great team building opportunity or a good excuse for a night out with family and friends AND IT'S FOR A GREAT CAUSE! Do we have you convinced? SIGN UP TODAY ONLINE: <https://www.universitysportsandleisure.com/event/battle-brains-3rd-edition/> or call on on 79538545 (Hannah).

Price per person is €12.00 which includes one free drink (choice of a soft drink, a beer or a glass of wine) as well as free flowing water, a plate of cheesy garlic bread and two pizzas per team. Teams of 5/6 people are entitled to an additional pizza should they wish. Other food and drinks will be available for purchase. Teams should be made up of 3 – 6 people. Doors open at 7pm on the night and the quiz will start shortly after. By taking part, you'll be contributing towards research in ALS.

We have some amazing prizes up for grabs. The winning team will be taking home:

6 vouchers each for 1 person for a day by the pool, inclusive of lunch at the Seashells Resort at Suncrest
Pizza Vouchers courtesy of Saracino's

A massive drinks hamper donated by Charles Grech & Company

6 'Winner Mugs' designed by Delta Media Services - to help with showing off your victory

A selection of wine

And most importantly BRAGGING RIGHTS, because who doesn't like to blow their own trumpet ;)

This time round we will also be awarding first runner up team with:

- 6 bottles of Wine thanks to S. Rausi Trading Ltd - Wine, Spirit & Beverage Merchants



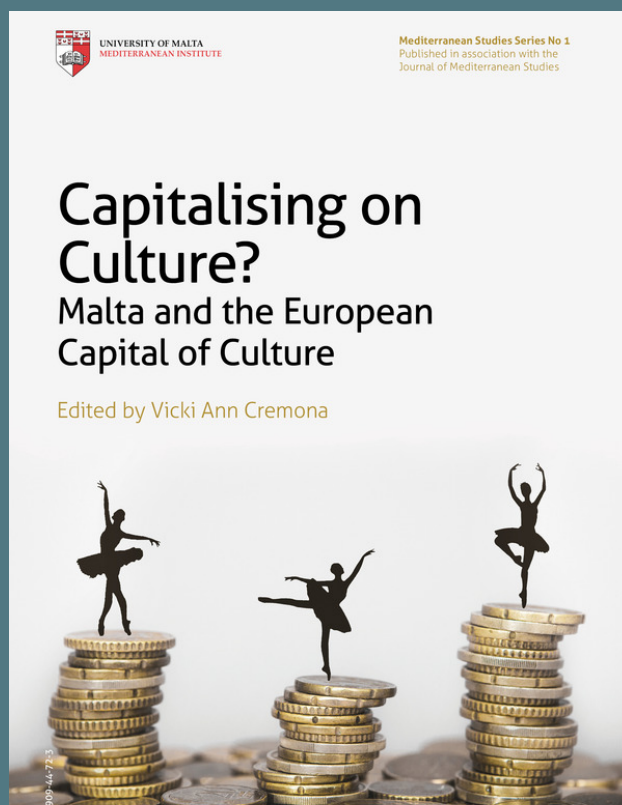
Throughout the night we shall also be holding a fundraising raffle to raise even more funds for our cause. Thanks to our amazing sponsors we have some fantastic prizes up for grabs including a weekend break for 2, dinners at various restaurants for 2, vouchers for pool entry (full day), various hair care vouchers and gift set etc etc. Not to be missed!!!





MALTA
UNIVERSITY
PUBLISHING

Recent Publications



Malta University Publishing is pleased to announce their recent launch of two new publications: a) The Journal of Mediterranean Studies Vol. 25, No. 2 – €10 and b) Capitalising on Culture? Malta and the European Capital of Culture – €12. The first is the latest journal of works associated with History, Culture and Society in the Mediterranean World. The latter is a collection of papers that interrogate the state of culture in the Mediterranean Island of Malta focusing on culture both in terms of the physical spaces in the island as well as lived fabric of social life.

All books produced by Malta University Publishing can be purchased online or directly from the company's offices based at Msida Campus as well as other leading book stores. Staff can be contacted on +356 2340 8904 or by sending an email to: reginald.bartolo@muhc.com.mt.

www.maltauniversitybooks.com

Training course on SME internationalisation and export management

TRADEMALTA 

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UPCOMING COURSES

**Starting Wednesday 24th January 2018,
every Wednesday until 28th March 2018.**

TradeMalta is organising a 10-week training course (3 hours a week) for early-stage exporters, in collaboration with Malta University Consulting Ltd. The purpose of the course is

- To provide structured insight on the key strategic issues of internationalisation
- To provide practical training on the most essential skills in managing an international operation

The SME Internationalisation and Export Management course covers such topics as;

- Readiness and key strategic issues
- Value proposition and marketing strategy
- Financing and risk management
- Trade Finance
- Managing an international enterprise

- Key accounting and forecasting issues
- Channel partner management
- Market research
- Presentation and collateral

The course will include two interactive panel discussions with experienced exporters.

Apart from the course, the **Go Global** programme includes a diagnostic report of the export readiness of the participating companies as well as incentives for SMEs to attend fairs and one to one meetings with potential leads. This training course is accredited as part of the University of Malta's Programme in the Liberal Arts and Sciences (PLAS). HSBC Bank Malta p.l.c. is the supporting partner in this initiative.

TradeMalta will provide details of the course fee and other conditions.

Interested companies should submit expressions of interest to info@trademalta.org.

Places for this course are limited.

For more information, please call us on **2247 2400**.
www.trademalta.org


MALTA UNIVERSITY CONSULTING

 UNIVERSITY OF MALTA
L-Università ta' Malta

A course for dementia caregiving in the community

16th October— 20th November 2017
18:00-19:30 hrs



Venue: The University Residence,
R Mifsud Bonnici Street, Lija
(ample parking space available)

Co-ordinator: Dr. Charles Scerri

Course fee: €93

Note: Sessions will be delivered in English

address: R. Mifsud Bonnici Str, Lija | tel: +356 21240746/99829244
email: maria.bugeja@muhc.com.mt | website: www.muhc.com.mt

The Art of Public Speaking

Friday 6th October — Friday 24th November 2017
17:30-20:00 hrs (20 hours)



Venue: The University Residence, R Mifsud Bonnici
Street, Lija

Lecturer: Dr. Joseph G. Agius

Course fee: €200 (Cheques payable to Malta University Consulting Ltd)

address: R. Mifsud Bonnici Str, Lija | tel: +356 21240746/99829244
email: maria.bugeja@muhc.com.mt | website: www.muhc.com.mt

OTHER COURSES

Course for Residential & Day Care Workers

Booking
now
open!

Introductory Module: (30 hrs €295)
Intermediate Module: (36 hrs €345)
Advanced Module: (60 hrs €395)

Introductory Module starts in **October 2017**



Venue: The Malta University Residence,
R Mifsud Bonnici Street, Lija

Course Coordinator: Ms. Frances Mallia

Course Fees: If the three modules are paid in advance a
10% discount is applicable

address: R. Mifsud Bonnici Str, Lija | tel: +356 21240746/99829244
email: maria.bugeja@muhc.com.mt | website: www.muhc.com.mt

Detailed course description available
online:
<http://muhc.com.mt/category/consulting/current-courses/>

For further assistance please contact
Malta University Consulting Ltd.

tel: 21 240746/9982 9244;

email: maria.bugeja@muhc.com.mt

Malta University Consulting and Malta Business Bureau are working together to represent Malta in the **Go&Learn initiative**. This Erasmus+ Project is a European network of 17 European regions promoting EU mobility. Its main objective is to organise and manage a European catalogue of study visits and seminars in companies for students and teachers, youth and adults, employed and unemployed people, companies etc.

Participation offers the possibility to attend a standard set of economic discovery and/or thematic seminars, able to foster a contact with the economic fabrics and cultures and better understanding of the reality of neighbour countries/regions. A cluster of related thematic seminars, guidance seminars, industrial tourism visits or any combination referred to as a Circuit is also organised. This enables the Company to go abroad, visit a number of enterprises and hold business-to-business meetings, with the aim of exploring new business opportunities.

Once the company agrees to form part of this project, it will benefit from free exposure on the public accessible platform of the Company's products/services and the Company will be identified as a potential training company and employer. Company staff would be offered the opportunity of participating in an international Circuit.

To date the Maltese agency has the following fourteen companies on board:



More information can be obtained from Malta University Consulting – Dr Ing. Alexia Pace Kiomall (+356 2340 8903 or alexia.pacekiomall@muhc.com.mt) or Malta Business Bureau – Ms Marija Elena Borg (+356 21251719 or mborg@mbb.org.mt)

Go&Learn

A Study Visit



On 7th April 2017, The Malta University Consulting and Malta Business Bureau, who jointly coordinate the Go&Learn Project in Malta, held a Study Visit at the Events Room at TAKEOFF at the University.

The visit exposed ICT University students to examples of successful entrepreneurship. It included presentations and site visits to three ICT start-ups (Mighty Box, flatnumber and Trilith) and a Crowd Funding Platform(Zaar).

The presentations of the ICT companies were delivered by founding members and/or Managing Directors and addressed start up challenges, operation and financial issues and industry critical success factors. A Q&A session followed. The video of this event can be viewed by clicking here: <https://www.youtube.com/watch?v=NcKZTJ2pPTs>



MALTA UNIVERSITY LANGUAGE SCHOOL

EMBARKING ON NEW ADVENTURES



We are pleased that we have signed an agreement with 'Que Hacer en Malta'. The company, represented by Mr. Jorge Vicioso, is an exclusive agent for MTV in Malta for Spain. The agreement will see MULS increase bookings and brand awareness in the country. We hope that this agreement is fruitful in seeing more Spanish students enjoying the services provided by Malta University Language School, Malta University Residence and Malta University Sports and Leisure.

We are also pleased that the school will be signing an agreement with Murat Okutucu. He will be an agent who will concentrate on the Iranian market. This is crucial for the school as Iran is an emerging market since some of the sanctions on the country have been lifted. Murat has helped us understand the Visa application process and has also helped us understand and revise our Visa refusal refund policy in order to aid students from such markets.

Iranian students will be helped by Murat who will provide a service which aids the students to apply for their Visa as it is an arduous process. Furthermore his agency will also help them with bank transfers since Iran has restrictions on credit cards and financial transactions. From the school's experience of helping an Iranian student joining our courses, this agreement will help ensure that students come to Malta to study with MULS with peace of mind and also relinquish the administrative time and responsibilities the school would have to shoulder.

As mentioned in the last newsletter, the school is also concentrating on corporate clients. We are also pleased that Bethard and Raketech group's students have started tuition. We have received very positive feedback from both the students and the HR manager. We are looking forward to train more employees from the group in both English and Maltese.

Since we are members of Schools and Agents we are seasonally updated with agency contact details. This database is important for the school and we have created a dedicated email campaign to attract new agencies. So far, the strategy seems to generate interest and we hope that this would translate in new agencies and new bookings.

We had the pleasure of hosting two students from ID College who were in Malta on an internship and staying at the University Residence. This has proven to be a successful collaboration, as both the School and the University Residence will be hosting 7 teachers from the college this summer. We are thankful to MUR for the referral and recommendation.

A special gift for a special group!

This June and July will see the arrival of students from Hanyang and Konukuk Univeristy. Students from such prestigious Universities have been given a special gift this time round as a thank you gesture. We have collaborated with Vodafone to offer all of the 36 students a €5 voucher to be able to purchase data. The agent, University and students have appreciated this and we hope that small gestures like this will help in the long term.

Yours,

Aeden.



University of Birmingham

ANNUAL FIELDWORK VISIT BY GEOGRAPHY AND PLANNING STUDENTS



STUDENTS DURING A
VISIT TO A
STRAWBERRY FARM
IN DINGLI.



GROUP PHOTO AT
XLENDI BAY DURING
A FULL DAY VISIT TO
GOZO