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HSBC Malta supports TradeMalta's internationalisation programme

Trade Malta, the public-private partnership between the Government of Malta and The Malta Chamber dedicated to helping Maltese business internationalise, is launching an enhanced version of its Global Growth Programme. In this endeavour, TradeMalta will be supported by its strategic partner, HSBC Bank Malta.

The Global Growth Programme is chiefly aimed at businesses which already have some international experience and are now looking to expand further. In 2022, selected companies will be eligible for co-funding of up to 50% of approved expenses towards their international growth, subject to a capping of €10,000. The deadline for applications for funding is 19th November 2021.

Applicants will be selected following a competitive adjudication process which will focus on factors such as feasibility, chances of success, local job-creation potential, and the company's preparedness to internationalise further. The scheme will support selected companies with visiting potential clients abroad, attending fairs and conferences, producing international marketing material, developing and optimising websites, carrying out international market research and hosting potential client visits to Malta.

Anton Buttigieg, Chief Executive Officer at Trade Malta, said, "I am delighted that we are re-launching our Global Growth Programme as part of our effort to support Malta-based businesses to expand overseas. This year, we will be offering an enhanced version of our popular programme by targeting exporters who already have experience in internationalisation, together with those who have clear export plans in hand. I am confident that the Global Growth Programme will enable them to take their export journey to the next level and increase further their international business development."

Joyce Grech, Head of Commercial Banking at HSBC Malta, said: "HSBC's international connectivity and invaluable market insight have, over the years, been instrumental in supporting hundreds of Maltese businesses in their international ambitions. The bank has also launched initiatives such as the HSBC International Business Fund, specifically created to provide financial support to companies looking to expand internationally. Through our strategic partnership with TradeMalta we have continued to strengthen this support despite the challenges created by the pandemic. As the global economy now looks forward, we remain committed to helping Maltese businesses grow and thrive internationally."

The eligibility criteria to participate and the detailed adjudication criteria are available at www.trademalta.org



PHOTOCAPTION: TradeMalta supported by its strategic partner, HSBC Bank Malta is launching an enhanced version of its Global Growth Programme dedicated to helping Maltese business internationalise

HSBC Bank Malta p.l.c.

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