

1 November 2023

## **TradeMalta and HSBC Malta Unveil Global Growth Programme for Advanced Exporters**

TradeMalta, in collaboration with HSBC Malta, is excited to introduce the Global Growth programme, an initiative tailored for seasoned exporters with a clear vision and strategy for international expansion. This programme underscores both organisations' unwavering commitment to bolstering Malta's presence on the global business stage.

The Global Growth programme offers a comprehensive suite of support for selected companies. These businesses will have the opportunity to travel abroad to engage with potential clients, participate in international fairs and conferences, and receive assistance in designing, developing, and translating international marketing materials.

Additionally, they can benefit from the development and SEO optimisation of their company websites for targeted markets, undertake thorough international market research, engage business development partners in specific target markets, and even host potential clients for brief visits in Malta.

A competitive call for applications will open in October and November, with a focus on activities planned for the calendar year 2024. Successful applicants will be eligible for co-funding of up to 50% of approved expenses, with a generous cap set at €10,000.

Anton Buttigieg, CEO of TradeMalta, expressed his enthusiasm at the launch of the programme: "The Global Growth programme is a testament of our dedication to supporting Malta's experienced exporters. With HSBC Malta by our side, we are confident in providing these businesses with the tools and resources they need to make a significant impact in their target markets."

Joyce Grech, Head of Commercial Banking at HSBC, added, "Our collaboration with TradeMalta on the Global Growth programme aligns seamlessly with HSBC's mission to champion local businesses in their international endeavours. HSBC's international connectivity and invaluable market insight have, over the years, been instrumental in supporting hundreds of Maltese businesses in their international ambitions'.

Interested businesses are urged to apply for this year's edition before the deadline on Monday 11<sup>th</sup> December by following this link: <https://www.trademalta.org/export-assistance/global-growth-assistance/#tabs|Name:Guidelines> or by contacting Klaus Pedersen on [Klaus.pedersen@trademalta.org](mailto:Klaus.pedersen@trademalta.org) or sending an email to [info@trademalta.org](mailto:info@trademalta.org)

# GLOBAL GROWTH 2024

## ASSISTANCE FOR EXPORTERS

### APPLICATIONS ARE NOW OPEN!

DEADLINE 11 DECEMBER 2023



Organised by

**TRADEMALTA** 

Strategic Partner



#### ***HSBC Bank Malta p.l.c.***

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#### ***HSBC Holdings plc***

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of \$3,021bn at 30 September 2023, HSBC is one of the world's largest banking and financial services organisations.