

# eCOMMERCE MALTA National Strategy

2014 - 2020

Final Launch

16<sup>th</sup> October 2014

# AGENDA

1. Rationale
2. Feedback to consultation
3. Action areas
5. Measures
6. Work schedule 2014 – 2015
7. BLINK – online directory for eCommerce service provision

# RATIONALE



**Outstanding growth across the globe**

# RATIONALE



**Cross-border eCommerce growing at tremendous rates**

# RATIONALE



**eCommerce offers great potential**

# RATIONALE



**Imbalance between uptake by consumers and uptake by business**

# RATIONALE



**Consumer behaviour is changing**

# RATIONALE



**The need for business to rise to the challenge**

# FEEDBACK

- Postal issues;
- Bank tariffs;
- Trustmark (incl. educational videos for consumers and information about regulation for traders);
- Use of the Maltese language on websites and awareness raising content;
- Incentive schemes to set-up an online shop;
- Online directory for businesses selling over the internet;
- Funding for start-ups;
- Training about services ancillary to eCommerce;
- One-stop shop for eBusiness;
- Mobile app friendly services vs desktop browser based services.

# ACTION AREAS

**Engendering Trust in eCommerce**

**Transforming  
Micro-Enterprises**

**Taking SMEs and  
Industry to the Next  
Level**

**Making Malta a Global eCommerce Player**

# MEASURES

1. Studies to investigate the challenges faced by businesses;
2. Dedicated mentorship programme;
3. Training for micro-enterprises – promote entrepreneurship;
4. Tailored schemes in support of vulnerable enterprises;
5. Audit kit – a ‘health check’ vis-a-vis eCommerce;
6. Specialist advisory service;
7. Sector-specific strategic plans;
8. Helpdesk support service;
9. Research studies about trends in consumer online spending;
10. In-depth study about eCommerce activity in Malta;
11. Digital payments study;
12. Information sessions for consumers;
13. Policy aimed at attracting global and European eCommerce players to base operations in Malta.

# Work Schedule 2014 - 2015

- Online Directory of eCommerce Service Provision
- An eCommerce Study for the Crafts Industry
- An eCommerce Study for the Tourism and Hospitality Industry
- Information Sessions for Consumers
- eCommerce Forum
- eBusiness Awards



CONNECTING THE WORLD TO YOUR BUSINESS

# AN ONLINE DIRECTORY OF ECOMMERCE RELATED SERVICES



CONNECTING THE WORLD TO YOUR BUSINESS

[Blink Home](#)

[Business Stages](#)

[Browse  
Directory](#)

[How to Register](#)

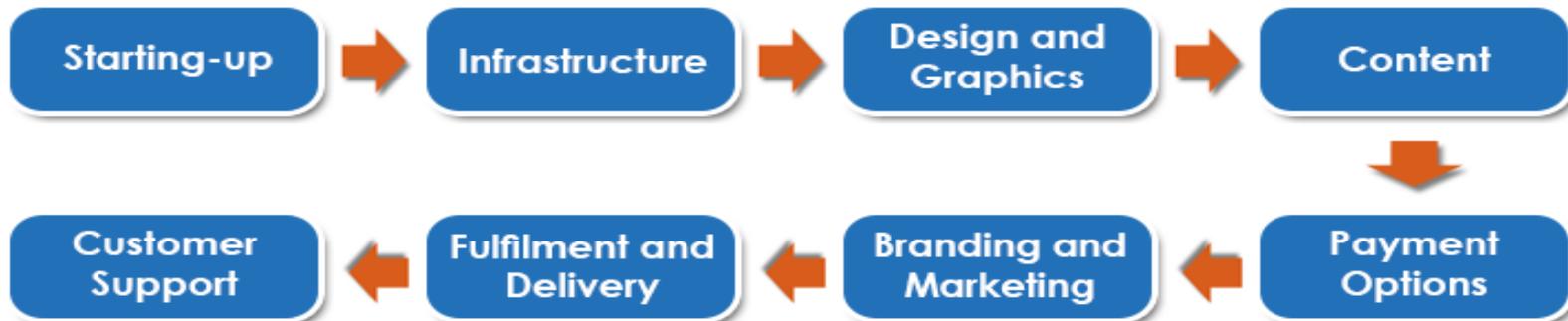
[Related  
Information](#)

## Welcome to Blink

*An initiative arising out of the eCommerce National Strategy (2014 - 2020)*

BLINK is a practical resource that provides easy access to all the information required by start-ups or established businesses who wish to take their operations online. It is a directory specialising in eCommerce service provision and has been purposely designed around a number of stages that reflect the different phases required to set up an online shop.

For any queries, contact us on 21 336840 or send an e-mail to [ecommerce@mca.org.mt](mailto:ecommerce@mca.org.mt).



## Business stages

Enter terms

Search

- ▼ **Starting-Up (19)**
  - **Business Planning Consultancy (10)**
  - **Funding / Credit Consultancy (5)**
  - **Legal Consultancy (1)**
  - **Recruitment & Training (3)**
  - **Back-Office Services (3)**
  - **Project Management (3)**
  - **Insurance (2)**
- ▼ **Infrastructure (29)**
  - **Hardware (9)**
  - **Software (18)**
  - **Networking (10)**
  - **Cloud Services (15)**
  - **Managed Services & Hosting (16)**
  - **Systems Integration (0)**
  - **Domain Name Registration (21)**
  - **Internet Service Provision (7)**
  - **Security (11)**
- ▼ **Design and Graphics (28)**
  - **Web Design (23)**
  - **Web Applications (25)**
  - **Photography (11)**
- ▼ **Content (28)**
  - **Content Management (24)**

## Browse directory

Enter terms

[Search](#)

### Malta Communications Authority

**Address:** Valletta Waterfront, Pinto Wharf  
Valletta, FRN1913, Malta

**Tel/Mob:** 21336840

**Email:** [info@mca.org.mt](mailto:info@mca.org.mt)

#### Company Overview

The MCA was set up to regulate communications

#### Products Description

Electronic Communications, Post, eCommerce



[more...](#)

### Malta Communications Authority

**Address:** Valletta Waterfront, Pinto Wharf  
Valletta, FRN1913, Malta

**Tel/Mob:** 21336840

**Email:** [info@mca.org.mt](mailto:info@mca.org.mt)

#### Company Overview

The MCA was set up to regulate communications

#### Products Description

Electronic Communications, Post, eCommerce



[more...](#)

### Malta Communications Authority

**Address:** Valletta Waterfront, Pinto Wharf  
Valletta, FRN1913, Malta

**Tel/Mob:** 21336840

**Email:** [info@mca.org.mt](mailto:info@mca.org.mt)

#### Company Overview

The MCA was set up to regulate communications

#### Products Description

Electronic Communications, Post, eCommerce



[more...](#)

# eCOMMERCE MALTA National Strategy

2014 - 2020

Thank You