

BLINK – connecting the world to your business: an online directory of eCommerce related services. A practical resource providing easy access to all the information required by business wishing to take their operations online.

Lack of information about enterprises providing support services related to eCommerce can act as a deterrent to businesses wishing to take their business operations online. The sourcing process is often perceived to be one that is difficult and expensive. This transpires from the research undertaken prior to the development of a national draft eCommerce Strategy for 2014 – 2020 that was launched for consultation in recent weeks. In order to address this, the Malta Communications Authority is in the process of developing a comprehensive online directory that provides start-ups or established businesses seeking to tap into online trading, with easy access to a list of entities that supply the products and/or services required to set up and manage an online business.

The online directory branded 'Blink' will seek, to the extent possible, to offer an exhaustive list of the entities that offer ancillary services to online traders. It also aims to assist potential online traders to implement an eCommerce store, from start to finish. Blink has been purposely designed around a number of stages that reflect the different phases required to set up an online shop. On this note, the Communications Authority strongly encourages all entities, or individuals that offer products or services related to eCommerce to submit their details by filling in a short application, which can be accessed through the following link: <http://www.mca.org.mt/blink>.

The listing in this directory is completely **free of charge** and on a **voluntary basis**. Registered companies/individuals will be listed according to the categories selected in the online form. Submissions received by Friday 5th September 2014 will feature in the edition that will be officially launched in the coming months. For further information, feel free to contact Ms Denise Borda on 21 336840 or send an email to ecommerce@mca.org.mt.

END



CONNECTING THE WORLD TO YOUR BUSINESS

For further information, you are kindly requested to contact:

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