

TRUST IN A CONNECTED WORLD: CHALLENGES & OPPORTUNITIES



An MCA conference hosted in collaboration with the ERGP

MEET THE SPEAKERS



MR JESMOND BUJEJA

CHIEF EXECUTIVE OFFICER
MALTA COMMUNICATIONS AUTHORITY

Jesmond Bugeja is the Chief Executive Officer of the Malta Communications Authority (MCA), Malta's regulator for telecommunications, postal services, and key aspects of the digital economy. Appointed CEO in 2019, he oversees the development and regulation of communications infrastructure, spectrum management, market competition, and consumer protection.

He previously served as Acting Chairman of the MCA, providing strategic leadership across the Authority's operations and guiding key policy initiatives.

With over three decades of experience in telecommunications, ICT and public administration, Mr Bugeja's career spans technical, managerial and policy roles, including positions at Ericsson in Sweden, Group IT Manager at Gollcher Group and Head of Malta's Passport Office.

He represents Malta in prominent international forums, including the Body of European Regulators for Electronic Communications (BEREC), where he was appointed Vice-Chair in 2021, the European Regulators Group for Postal Services (ERGP), the European Board for Digital Services under the EU Digital Services Act, and, in 2024 he was appointed to the International Telecommunication Union Advisory Body on Submarine Cable Resilience, contributing to the resilience and security of global telecommunications infrastructure.

Mr Bugeja holds a Master's in Leadership and Management, a Postgraduate Diploma in Digital Marketing, and is a certified PRINCE2 practitioner and Microsoft Systems Engineer, further underscoring his commitment to excellence in leadership and technology-driven innovation.





PROF. SANDRA MAXIMIANO

**CHAIR
EUROPEAN REGULATORS GROUP FOR POSTAL SERVICES**

Prof. Sandra Maximiano, Chairwoman of ANACOM's Board of Directors since December 2023, holds a PhD in Economics from the University of Amsterdam. She is an Associate Professor at ISEG - School of Economics & Management, University of Lisbon, where she is co-coordinator of XLAB - Behavioural Research Lab and of the Master's Degree in Economics program.

She is a former Assistant Professor at Purdue University, Research Fellow at the University of Chicago and taught at Amsterdam School of Economic, Católica Lisbon School of Business & Economics, Nova School of Business and Economics and Faculty of Law of the University of Coimbra. Her academic research includes: experimental and behavioral economics, organizational and labor economics, public policy, and information management. Her research examines social and moral preferences in individual decision making and in strategic and competitive environments, gender differences in economic decisions, and information dynamics in competitive and cooperative situations. Her work has been published in journals such as Review of Economic Studies, Economic Journal, Experimental Economics and Games and Economic Behavior. Prof. Maximiano is an Associate Editor of the Portuguese Economic Journal and authored opinion columns in notable Portuguese newspapers. She also serves as President of the European Regulators Group for Postal Services (ERGP) for 2026 and as Co-Chair of the ITU/ICPC International Advisory Body for Submarine Cable Resilience.

MR ROBERT MIFSUD

**CHIEF EXTERNAL RELATIONS
MALTA COMMUNICATIONS AUTHORITY**

Robert Mifsud is a member of the senior management team at the Malta Communications Authority, where he leads the External Relations function, including EU and international affairs. He also oversees the Authority's end-user function, with responsibility for consumer protection in the electronic communications and postal sectors, and coordinates corporate communications and public relations activity.



Mr Mifsud serves as an Alternate Member of BEREC's Board of Regulators and Management Board.

Before joining the MCA, he spent 15 years within the Office of the Prime Minister, working in public sector management consultancy, advising Government and contributing to strategic reform projects, including initiatives related to Malta's EU accession, euro changeover preparations, accession to the Schengen Area, and institutional reforms including the setting up of new authorities and public bodies. He holds a first degree in Tourism Management and a Master's in European Studies, and is certified in Six Sigma.



MR RODERICK FARRUGIA

CHIEF INFORMATION OFFICER
MELITA

Roderick Farrugia is Chief Information Officer at Melita, a converged telecommunications provider in Malta, a role he has held since 2023 after fifteen years with the company in technology leadership positions.

With over two decades of experience across telecommunications and enterprise systems, Mr Farrugia oversees Melita's IT infrastructure, cybersecurity, software development, analytics and data engineering – with direct responsibility for the resilience and continuity of the business and customer support systems, including billing, self-care and care platforms, that underpin the subscriber relationship.

He brings practical insight into how the reliability of these support systems directly shapes user trust and confidence – and how failures in this layer, however invisible to the network, are acutely felt by subscribers. He is also leading Melita's responsible AI strategy, leveraging automation and intelligent agents to strengthen service quality and operational resilience within robust governance frameworks.

MR BRIAN ZARB ADAMI

CHIEF EXECUTIVE OFFICER
CYBERSIFT

With 30 years of senior ICT management experience, Brian Zarb Adami is Chief Executive Officer at CyberSift, a leading cybersecurity solutions provider. His dedication to innovation and R&D has resulted in products delivering immediate business value, positioning CyberSift prominently in the cybersecurity industry. Under his leadership, CyberSift is revolutionising cybersecurity through advanced self-learning threat detection tools, simplifying IT security globally.



Operating across seven countries - Malta, Estonia, the UK, Poland, Bulgaria, Cyprus, and Greece - CyberSift's multinational team collaborates effectively across three time zones, united by a mission to combat cyber threats and foster innovation, collaboration, and robust digital security.



ING. CHRISTIAN SAMMUT

CHIEF EXECUTIVE OFFICER,
BMIT

Ing. Sammut is an experienced professional in information technology, data centres, telecommunications and business development. He has served as Chief Executive Officer of BMIT Technologies plc since 2011, where he has achieved significant milestones by driving innovation and excellence in the technology sector.

Under his leadership, BMIT Technologies plc was successfully listed on the main market of the Malta Stock Exchange in 2019. The Group now offers a comprehensive portfolio of digital infrastructure, cloud, and managed IT services to a diverse range of customers, establishing itself as a leading technology provider on the island.

In 2001, he joined the GO Group, where he played a key role in business development and investment opportunities, ultimately serving as Chief Officer for Strategy & Business Development. Before that, he held pivotal roles in delivering and supporting the Government of Malta's IT infrastructure and data centres, ensuring critical IT services nationwide.

Christian holds an engineering degree from the University of Malta and a Masters in Business Administration from the Henley Management College.

ING. DAVID SCERRI

CHIEF CYBERSECURITY
MALTA COMMUNICATIONS AUTHORITY

Ing. David Scerri is the Chief Officer for Cybersecurity at the Malta Communications Authority, leading regulatory and policy initiatives in cybersecurity, critical infrastructure resilience, digital trust, and emerging technologies.



With over two decades of experience in electronic communications, digital infrastructure, and regulatory oversight, he is responsible for the implementation and supervision of key national and European initiatives relating to NIS2, critical infrastructure resilience, digital trust services, EUDI Wallets, and the security of communications networks. Throughout his career, Ing. Scerri has played a leading role in spectrum management, 5G deployment and oversight, network resilience, quality of service monitoring, electromagnetic field compliance, and the development of national and European regulatory frameworks. His expertise also extends to submarine cable infrastructure resilience, broadband and digital infrastructure mapping, geospatial analysis, and the protection of critical digital assets. Ing. Scerri regularly represents Malta in European and international fora, contributing to policy and regulatory developments in cybersecurity, digital identity, telecommunications, critical infrastructure protection, and emerging technologies. He works closely with national and European stakeholders to advance policies and initiatives that enhance the security, resilience, and future development of Malta's digital landscape.



MR ROBERT ABELA

HEAD, NATIONAL EUROPEAN DIGITAL IDENTITY WALLET
MALTA DIGITAL INNOVATION AUTHORITY

Robert Abela is the Head of the National European Digital Identity Wallet (EUDI Wallet) initiative at the Malta Digital Innovation Authority (MDIA). In this role, he leads the implementation of the Maltese EUDI Wallet, overseeing technical strategy, the public procurement process, regulatory alignment with the eIDAS 2.0 framework, and the development of the wallet ecosystem.

Together with his team, he works closely with national stakeholders, EU institutions, and other Member States to drive interoperability, compliance, and cross-border use cases for digital identity. His responsibilities include the preparation of technical specifications, supporting the procurement processes, and governance models required to deliver a secure and scalable wallet solution.

Mr Abela has a background in software development, academia, and applied research, and has been actively involved in digital identity, quality assurance and cybersecurity. He also regularly participates in international working groups and conferences on digital identity and emerging technologies.

PROF. MIREILLE M. SANT

HEAD, DEPT. OF MEDIA, COMMUNICATIONS & TECHNOLOGY LAW
FACULTY OF LAWS, UNIVERSITY OF MALTA

Prof. Mireille M. Sant is Associate Professor and Head of the Department of Media, Communications and Technology Law within the Faculty of Laws at the University of Malta.

Her research focuses on data privacy, consumer protection, e-commerce, the regulation of digital platforms, and the legal and ethical implications of artificial intelligence and other emerging technologies.

She is Principal Investigator of the Data Integrity and Stewardship Research Cluster and contributes to collaborative research on media transparency, ethics and regulation. A warranted advocate, she holds an LLM in Computer and Communications Law from Queen Mary University of London and a PhD from the University of Bristol.

A frequent speaker at international conferences, her University of Malta roles also include service on the University Research Ethics Committee and the Board of the Centre for Distributed Ledger Technologies.





DR GRETA AGIUS

DIGITAL SERVICES ACT OFFICER
DG CONNECT, EUROPEAN COMMISSION

Dr Greta Agius currently works as a Digital Services Act Officer within DG Connect, European Commission, and is based at the Commission Representation in Valletta.

Dr Agius is a lawyer by profession specialised in European law. She has worked in both private and public sector settings.

In the public sector she has worked for over 8 years as a Competitiveness (Internal Market Attache) for the Maltese Representation to the EU. During the Maltese Presidency for the Council of the EU (2017) she chaired the Copyright and Internal Market Working Parties.

She has also worked for over 6 years as Head of Regulatory Affairs in the private sector. Dr Agius holds a Doctor of Laws, a Masters in European Studies, and is also currently finalising her LLM in Digital Law and Technology.

MR JOSEPH SEYCHELL

CHIEF ICT & DIGITAL SERVICES
MALTA COMMUNICATIONS AUTHORITY

Joseph Seychell joined the Malta Communications Authority (MCA) in 2016 and brings over 25 years of experience in the IT sector, having worked with clients in Malta and across Europe. At the MCA, he is responsible for the Authority's ICT systems and digital services regulatory programme, covering areas such as intermediary platforms, eCommerce, digital trust services, and web and mobile accessibility.



He leads the Authority's work on digital services regulation, taking a practical and forward-looking approach that balances effective oversight with helping stakeholders understand their rights and responsibilities. He is also involved in supervising trust service providers and managing the MCA's framework for monitoring and enforcing web accessibility.

Mr Seychell holds a Master's degree in Business Management, a Bachelor of Science in Information Systems, and several IT certifications from leading industry vendors.



MR DAVID P. ATTARD

EXECUTIVE DIRECTOR
MALTAPOST PLC

David P. Attard is an Executive Director of MaltaPost plc, Malta's leading publicly listed postal and logistics company and the country's designated Universal Service Provider. A member of the Board of Directors since 2015, he contributes to the strategic leadership and governance of an organisation that has successfully transformed beyond traditional postal services to become a key enabler of Malta's growing e-commerce ecosystem.

Through MaltaPost's transformation journey, the company has strengthened its position as Malta's preferred partner for last-mile delivery solutions following the introduction of the 'One Delivery' concept, supporting major international marketplaces and facilitating deliveries from global e-commerce platforms including Amazon, Temu, AliExpress and Shein. Mr Attard brings extensive experience in corporate leadership, with a strong focus on innovation, operational excellence and customer-centric service delivery. At this conference, he shares practical insights into how postal operators can adapt to technological disruption, respond to evolving consumer expectations and harness the opportunities created by cross-border e-commerce in an increasingly interconnected world, whilst continuing to meet the Universal Service Obligation.

MR ÖZHAN ZUREL

HEAD OF THE POSTAL MARKET DEPARTMENT
BELGIAN INSTITUTE FOR POSTAL SERVICES & TELECOMMUNICATIONS

Özhan Zurel is the Head of the Postal Market Department at the Belgian regulator BIPT. With more than a decade of experience in regulation and public policy, he has developed expertise in e-commerce, postal innovation, sustainability, and consumer protection.



Mr Zurel has been involved in the implementation of the EU Cross-Border Parcel Regulation in Belgium and has designed and coordinated research projects aimed at better understanding evolving consumer needs and expectations.

In addition to his regulatory work, Mr Zurel has contributed to the academic literature on the postal sector through several publications addressing postal innovation, the impact of new business models, parcel delivery trends, and social and environmental sustainability.

His work combines policy analysis, research, and strategic coordination in support of evidence-based regulation.



DR ROBERT POCHMARSKI

PRINCIPAL ADMINISTRATOR,
EUROPEAN COMMISSION

Dr Robert Pochmarski, LL.M (EUI), is Principal Administrator at the European Commission. He studied law at the University of Graz in Austria and at the European University Institute in Florence, Italy.

Dr Pochmarski works in the European Integration Policy department of the Federal Chancellery in Vienna, and has worked at the European Commission as a lawyer since 1997.

He has since worked on legal and international matters as Principal Administrator in the Directorate-General for the Internal Market, with responsibility for postal services.

MR DAMIAN GATT

CHIEF POLICY & PLANNING
MALTA COMMUNICATIONS AUTHORITY

Damian Gatt is Chief of Policy and Planning at the Malta Communications Authority (MCA), where he leads regulatory policy development, strategic planning and organisational performance management.



Since joining the MCA in 2004, he has played a central role in shaping Malta's communications regulatory framework, including the review of the postal authorisation regime ahead of full market opening in 2013 and the development of an ex-ante market analysis framework for the postal sector. He also led policy work proposing broadband internet access as a universal service, a concept later reflected in the European regulatory framework for electronic communications.

Prior to joining the Authority, Mr Gatt held senior business development roles in the ICT sector and worked as a management consultant with Government, focusing on organisational development and eGovernment transformation. He represents Malta in European and international fora, contributing to policy development in electronic communications and postal services, and supporting regulatory cooperation and knowledge sharing on emerging sector developments and broader digital communications policy evolution.



MR KEANE CUTAJAR

CONFERENCE HOST TRUST IN A CONNECTED WORLD

Keane Cutajar is a Maltese presenter, interviewer, producer, and content creator with nearly a decade of experience across television, radio, digital media, and live events. Having begun his professional media career in 2017, he has built a reputation as one of Malta's most recognisable young hosts, known for his engaging style, versatility, and ability to connect with audiences both on screen and on stage.

Throughout his career, Mr Cutajar has hosted and produced television and radio programmes, worked as a news anchor, and conducted interviews with a wide range of local and international personalities. He has also fronted major national events, including Malta's New Year's Eve celebrations in Valletta, the Malta Eurovision Song Contest, Isle of MTV Malta, and numerous corporate, cultural, and public sector conferences and ceremonies.

Alongside his presenting work, Mr Cutajar creates digital content, moderates discussions, and supports initiatives focused on community engagement, education, and social impact, bringing storytelling and communication to audiences across multiple platforms. Beyond his media work, Mr Cutajar is a member of the Board of Trustees at NGO HopeXchange, contributing to the fundraising, strategic direction, and growth of one of Ghana's (Africa) leading healthcare institutions.