



PRESS RELEASE / JULY 2021

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FOR IMMEDIATE RELEASE

### **Launch of eBiznify Lite and eBiznify Certified Graduation Ceremony**

41 business owners and employees completed the eBiznify eCommerce training programme organised by the Malta Communications Authority ('MCA') in partnership with eSkills Malta Foundation, whilst a new digital commerce training programme entitled eBiznify Lite has opened for enrolment. The graduation ceremony was presided by Minister for the Economy and Industry Silvio Schembri who hailed the MCA's ceaseless effort to further improve Malta's stature on the eCommerce front as part of the country's National eCommerce Strategy.

Following on the success of the fully accredited eBiznify Certified training programme, the MCA and eSkills together launched eBiznify Lite as a new Continuing Professional Development (CPD) programme on the eBiznify platform. While following the same modules for eBiznify Certified, the difference with eBiznify Lite is that it has no fixed timetable for tutorials, assignments or deadlines, to cater to participants who require a more flexible training schedule. Participants are then awarded a certificate of completion detailing the number of modules completed and the hours dedicated to each module.

Minister Silvio Schembri encouraged business owners and individuals to take advantage of digital commerce and enrol in the eBiznify Lite training programme which is currently open for registration. "Through the eBiznify Lite, we are widening further the eBiznify audience. With this being a non-accredited programme, we are removing the entry requirements, allowing more people to take their first steps into the eCommerce world," said Minister Schembri. Moreover, in the coming months, the accredited eBiznify Certified programme will also be offered by MCA, providing attendees with an accredited option to further improve their digital knowledge.

Minister Schembri also noted how discussions on eCommerce need to include ICT practitioners and developers into the equation. "We need to make sure that today's businesses have the right technical and business skills and competences to develop and support the underlying digital platforms," added the Minister for the Economy.

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Mr Jesmond Bugeja, CEO of the Malta Communications Authority (MCA), said “I am extremely pleased to note that since its launch, just two and a half years ago, over 400 students applied for the eBiznify programme. This is testimony to the MCA’s incessant efforts in ensuring that whoever has the drive to invest in eCommerce, is well-prepared, and is equipped with the necessary skills and knowledge, and is therefore sure to derive tangible benefits.”

Mr Carm Cachia, the Chief Administrator at eSkills Malta Foundation, explained how “synergies between entities are crucial for the collective good. eSkills is pleased to contribute and support the eBiznify initiative and will continue to do so since this forms part of its mission to upskill young and established entrepreneurs”.

eBiznify seeks to address a diminishing but still evident gap in the local market, namely the establishment of more small and medium sized enterprises which offer reliable eCommerce facilities to the local market and beyond. eBiznify Lite is a course delivered via a dedicated eLearning platform, completely free of charge. Those interested in registering for eBiznify Lite are invited to do so at <https://ebiznify.com/> .

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