

A MEDIA BRAND BY
Content House

Malta's **Leading** Business News Brand

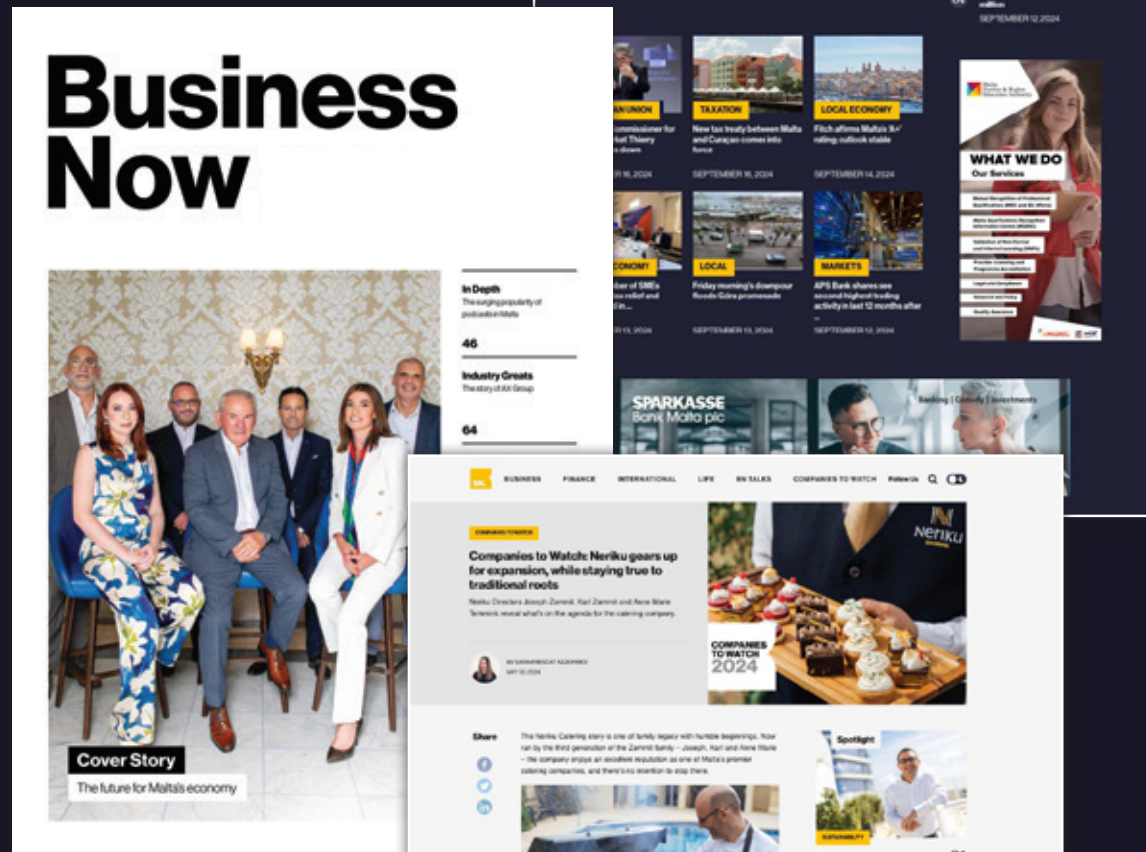
**Business
Now**

BN. BusinessNow.mt

**COMPANIES
TO WATCH
2024**

Business Now Portfolio of Brands

Over the past 5 years BusinessNow.mt, Malta's leading business news portal, its sister brand the Business Now annual publication and the sought-after Companies-to-Watch online series have gained a strong reputation and credibility as leaders in business news, financial analyses and companies' news.



A significant number of Malta's leading companies are already clients of BusinessNow.mt, the Business Now publication, and the Companies-to-Watch online series

These are some of the island's prominent companies already on board with BusinessNow.mt, the Business Now publication, and Companies-to-Watch

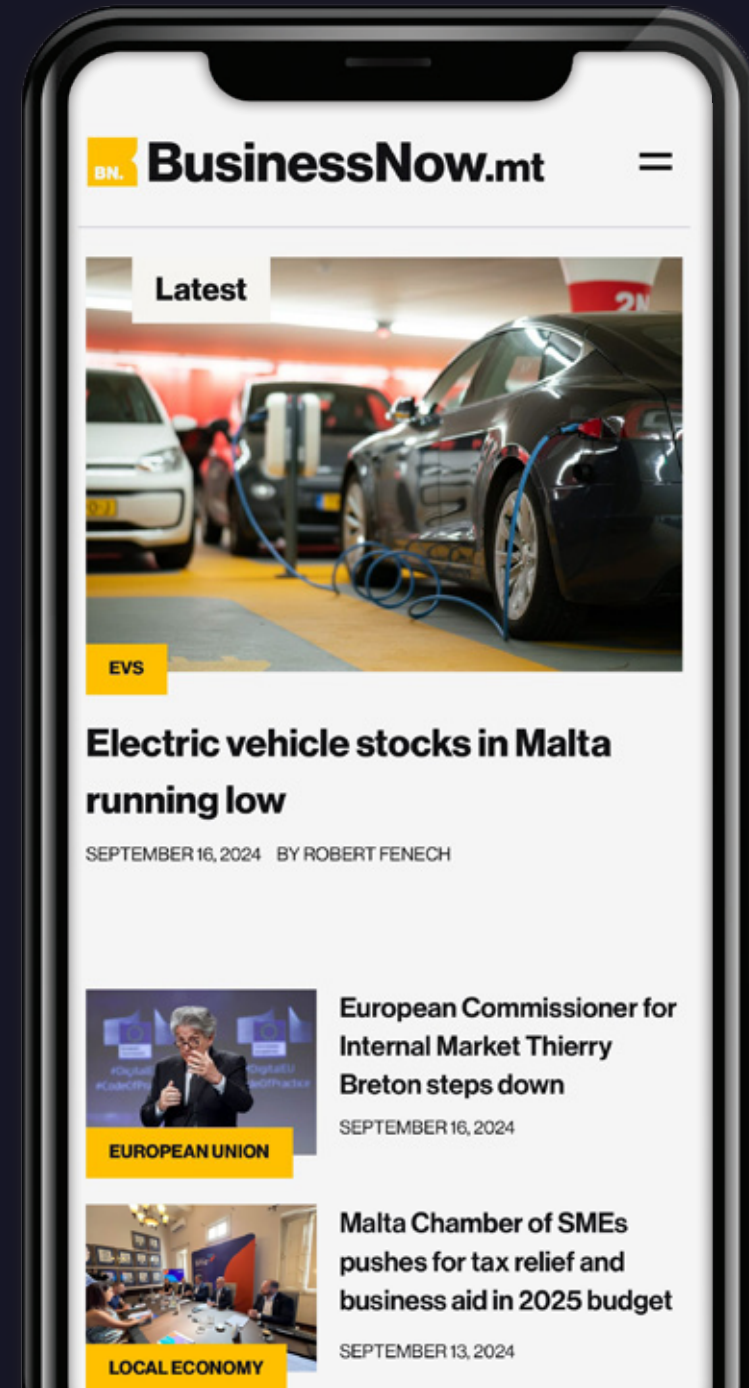


BusinessNow.mt has become Malta's Leading Business News Portal

With a monthly reach exceeding

244,000

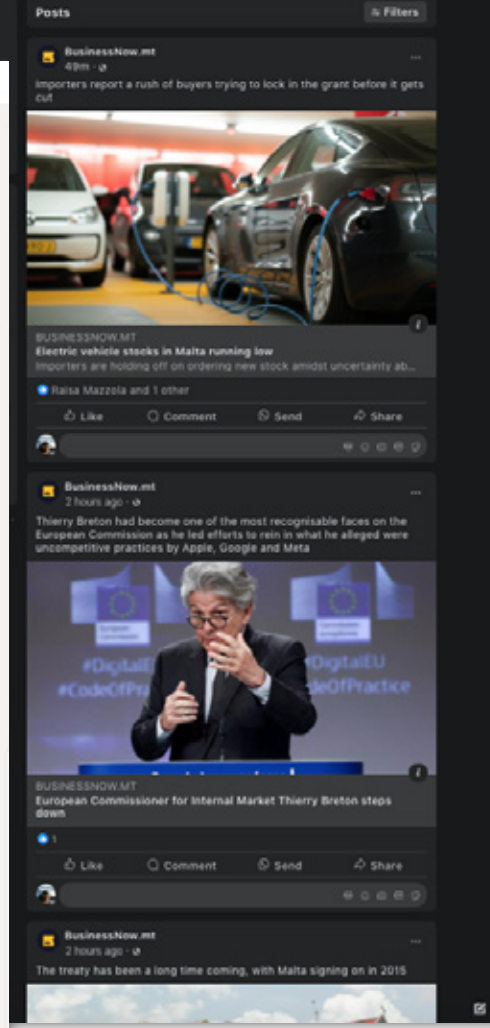
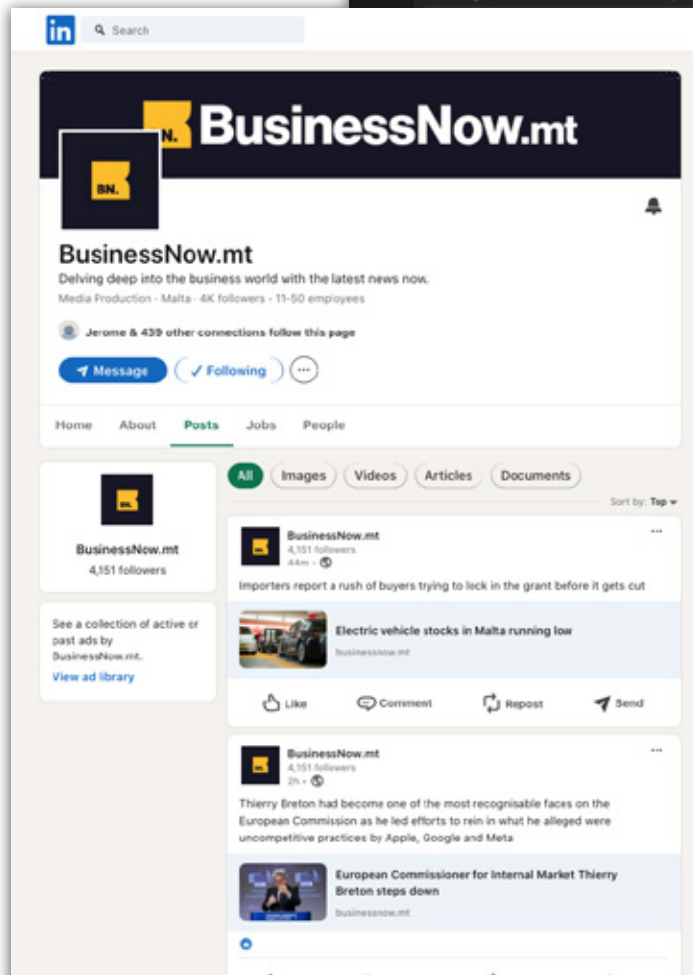
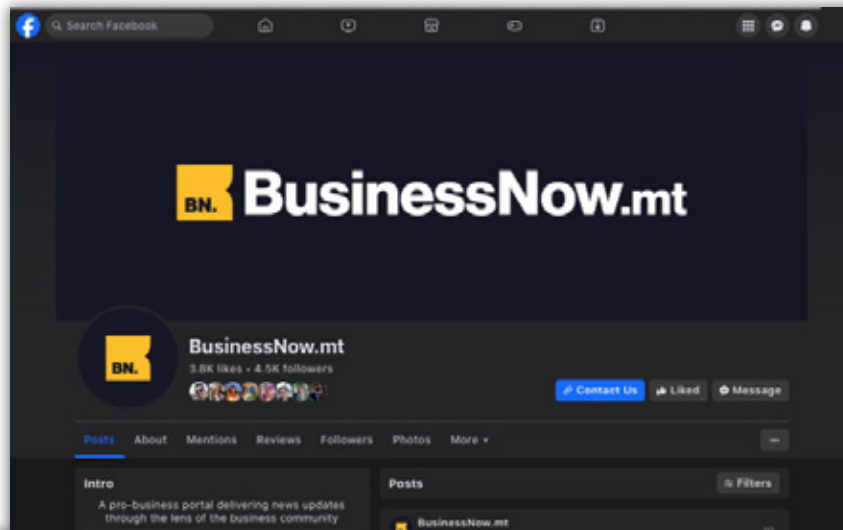
across its online portal and social media, BusinessNow.mt has consolidated its position as the leading online business news portal.



Unparalleled online business reach in 1 year

With a strong social media presence on both LinkedIn and Facebook, and through the BusinessNow.mt portal itself, our business portal has become the leading voice in business news in Malta, registering over

2.9 million
online business reach in 1 year.



BusinessNow.mt has built a strong reputation for its high-quality and relevant business content – Malta's only dedicated business newsroom!

The Business Now brand is owned and managed by Content House Group, Malta's largest and leading online media company, which owns and manages over 8 prominent portals across various markets. Content House has a robust editorial set-up, having invested in Malta's only full-fledged business newsroom, consisting of editors, journalists, writers, social media executives, and content creators.



BUSINESS

BELS CEO: Unlocking the power of customisation, size, and passion

Rebecca Bonnici, CEO of BELS, discusses bespoke corporate language training and credits success to their passion and size



BY PRABJIT CHOCHAN PATEL



Share



Sitting down with Rebecca Bonnici, the word 'passion' enters the conversation. As the Business English Language School (BELS) CEO eloquently describes the company's mission with almost infectious energy, it is clear this is not a mere marketing tactic. "We're genuinely passionate about teaching English." Rebecca says as we discuss one of the strengths that fuels her company's commitment to high-quality, personalised training programmes and their openness to adding to their product offering.

Established in 1997, BELS has become one of the island's foremost and longest-running English language school operators. Over the years the company has grown and it now comprises a team of 35 staff, which extends to 55 during peak season, to cater to the diverse needs of its students. With 22 physical classrooms between its two individual Gozo and St Pauls Bay centres, plus an online platform that currently runs around 60 different online classes, the school focuses on excellent customised courses and consistent delivery. (The wide range of General English Language courses for foreign students, families and adults generates 70 per cent of the school's income.)

Rebecca considers the company's modest size as another superpower that helps it remain responsive to different client needs and requirements. This agility was instrumental in "the pivot [they] managed to pull off during the pandemic" towards an online service proposition, getting ahead of the Covid hardships to help students and teachers alike – "while many others in the industry faced obstacles in maintaining operations, we were fortunate to navigate through and continue serving our staff and students".



Spotlight



Melita outage hits 500 households in Balzan

01

02 HSBC Malta share price drops sharply following strategic ...

SEPTEMBER 11, 2024

03 What Malta can learn from Indonesia's moratorium on ...

SEPTEMBER 10, 2024

04 PG's revenue approaches €200 million

SEPTEMBER 12, 2024



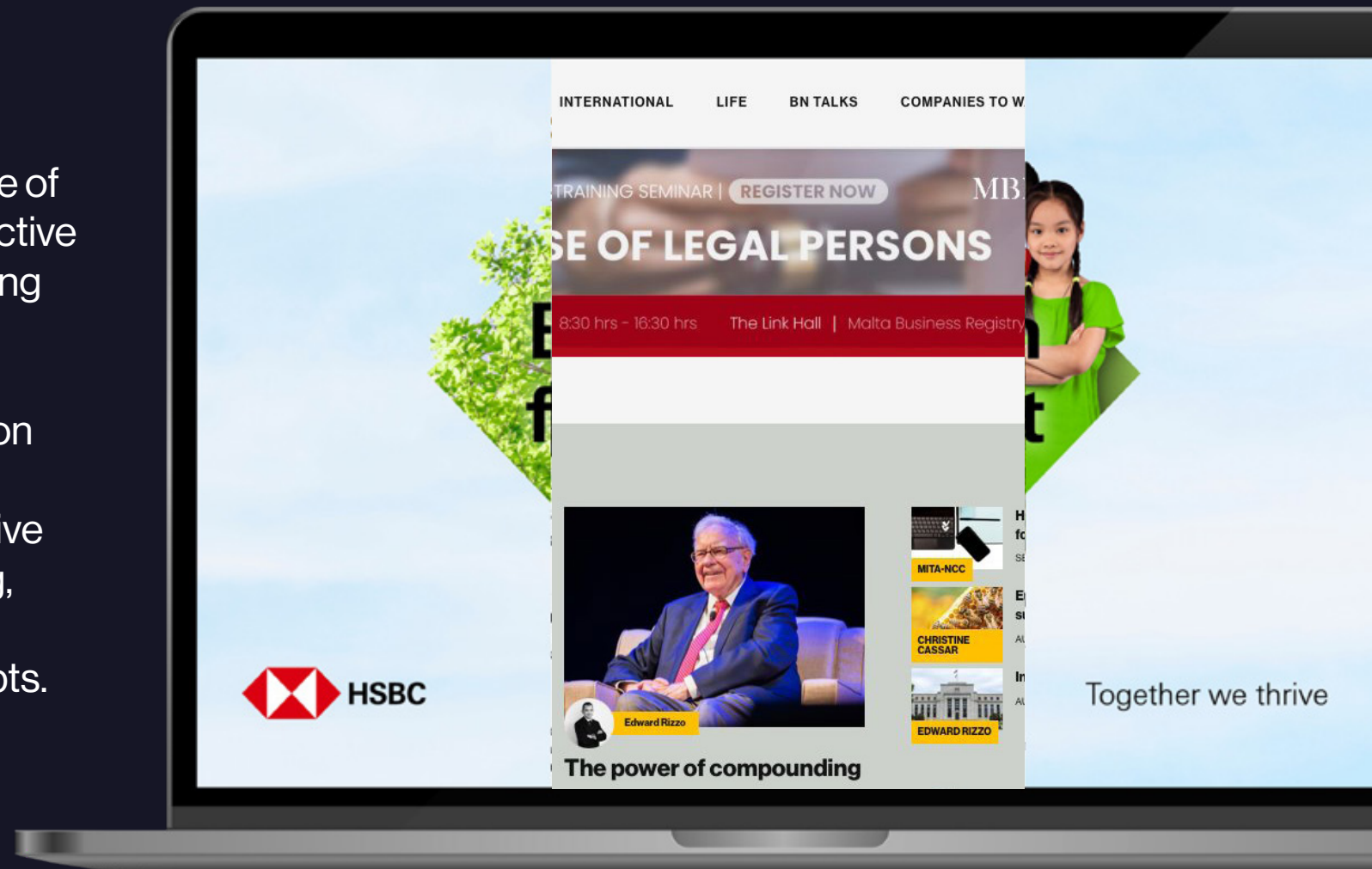
Strong, relevant local business content

With cutting-edge business & financial news, interviews with leading local business personalities, daily updates featuring the latest business developments and a consistent flow of in-depth business stories, BusinessNow.mt is engaging the online local business community, and continues to strengthen its reputation as one of the market leaders in the online business-to-business media industry.

Innovative Advertising Options

BusinessNow.mt offers one of the most versatile and effective options for online advertising available on the market.

The Screen Takeover option (shown here) is one of the most innovative and effective trends in online advertising, alongside our new video advertising banner concepts.





Strong, tailor-made B2B sponsored content

We offer in-house services for effective sponsored content targeting the wide corporate and B2B audience. Our in-house team of business writers, photographers and content creators can be deployed in no time to craft targeted and strategic business content through interviews and sponsored business news articles.

Companies-to-Watch serialisation – an instant success!

The Companies-to-Watch online serialisation is a powerful sub-brand within BusinessNow.mt, designed to strategically enable successful local companies to showcase their achievements and mark important milestones through an extensive local business news article.

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COMPANIES TO WATCH

Companies to Watch: Laferla prepares to launch new ventures which will 'redefine the brand'

Joint Managing Director Mark Laferla looks ahead to exciting new opportunities as the company celebrates its 40th anniversary.

BY SARAH MUSCAT AZZOPARDI
APRIL 18, 2024

COMPANIES TO WATCH 2024

Share

Set up in 1984, this year marks 40 years in operation for Laferla Group. A second-generation family business run by Mark Jr, Keith and Kevin Laferla; it has come a long way since it was first established – a trajectory that owes its success to the company's approach to doing business.

This approach, Mark Laferla Jr says, is characterised by a relentless customer-centric focus, paired with continuous innovation. "We're constantly refining our customer interaction methods and service delivery, making everything, from new policy transactions to claim settlements, smoother and faster. This focus, along with our continued investments in technology, has been instrumental in keeping us agile and ahead of the curve," the joint Managing Director maintains.

Highlighting the company's main landmarks, he points out the launch of Laferla Health Plans in May 2000. "It was a bold step by my father and his team, moving away from representing a global health insurance brand which we had introduced into Malta back in 1987 (as their first agent outside of the UK), to establishing our own health insurance products," he explains, affirming that now, 24 years later, it is a source of immense pride to see it thriving, and establishing the Laferla brand as the go-to health insurance provider on the island.

Spotlight

TELECOMS

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02 **HSBC Malta share price drops sharply following strategic ...**
SEPTEMBER 11, 2024

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COMPANIES TO WATCH 2024



Companies-to-Watch serialisation – exposure with a strong local B2B, corporate and business audience

Whether it's a rebranding, takeover, new business appointments, publication of financial results, mergers or IPOs, Companies-to-Watch offers an analytical and extensive business interview. Presented in the 'Companies-to-Watch' credible format, it ensures you reach the highest possible relevant online audience.

Business Now



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Interview

Dr I-Art Heward, President shares plans for Malta's National Trust

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Official Partners



A MEDIA BRAND BY
Content House

Business Now is also the largest and leading annual business publication

Over the past 5 years, the Business Now publication has become Malta's leading and largest annual business publication of its kind.

The strength of the Business Now annual publication includes:

- The highest printing specifications on the local market
- A bumper edition year after year
- A strong team of business editors, journalists, and writers

Business Now is also the largest and leading annual business publication

The strength of the Business Now annual publication includes:

- A strong distribution network reaching leading businesses in Malta, including banks, financial services companies, corporate firms, legal firms, management and accountancy firms, recruitment companies, auditors, architecture firms, and more
- Tailor-made sponsored content and innovative business advertising that can be booked as part of an online package, ensuring the maximum possible B2B reach in Malta.



Balancing growth and sustainability: Malta's economic model under the microscope

Malta's economy has demonstrated remarkable resilience and growth in recent years, weathering global economic upheavals and consistently posting impressive performance indicators. From record-breaking tourism figures to a booming construction sector, the island has become a model of economic success. But as Malta's economic landscape continues to evolve, questions have arisen about the sustainability of its current growth model. With this in mind, **Sarah Muscat Azzopardo** asks the insights and perspectives of Malta's business leaders, economists, and think-tank analysts on the challenges ahead and the path forward.



The spark to ignite a global infrastructure revolution

As the world moves into the era of AI-powered technology, Web3-powered platforms – controlled by companies such as Google and Facebook – are set to be disrupted by decentralised and democratised digital networks, explains **Max Thakur**, the co-founder of **W3X**, a network of digital assets launched this year. He is joined by **Rebecca Anstee** to find out the



Reviving history: A new vision for Villa Luginsland

In the heart of Rabat, a major restoration project is underway, breathing new life into a piece of Maltese history. At the heart of this ambitious endeavour is **Omenia Meshali**, an art enthusiast and philanthropist who has passion for preserving our heritage. Her vision is being realised on the restoration of Villa Luginsland. As the founder of the Omenia Art Foundation and in partnership with the Rabat-based **Art Omenia**, she is spearheading the project. We spoke to her about the challenges of restoring a historical site and her vision for the future of the building.



"I am an art lover who believes that business, art and charity can work well together."

OMENIA MESHALI IS NOT YOUR TYPICAL PRESIDENT. Her background in the corporate world and her passion for art and charity are the driving forces behind her work. She is the founder of the Omenia Art Foundation, an art and charity organisation that supports local artists and promotes the Maltese art scene. Her vision is to create a space where art, business, and charity can thrive together. We spoke to her about her work and her vision for the future of the Omenia Art Foundation.



In 2014, **DAVID OWEN** was the founder of the **OPEN SOURCE BLOCKCHAIN PLATFORM** **ETHERBASE**. He is the co-founder of a new era where the power of blockchain technology is used to create a more transparent and secure world. He is a passionate advocate for blockchain technology and its potential to revolutionise various industries. We spoke to him about his work and his vision for the future of blockchain technology.

BUSINESS

Fitch affirms Malta's 'A+' rating; outlook stable

Strong economic growth balanced by fiscal challenges and external vulnerabilities



BY BN WRITER
SEPTEMBER 14, 2024

Share



Fitch Ratings has affirmed Malta's Long-Term Foreign-Currency Issuer Default Rating (IDR) at 'A+' with a stable outlook. The rating is underpinned by robust economic growth, high per capita income, and Malta's membership in the EU and eurozone. However, it is tempered by the country's vulnerability to external shocks, a large banking sector, and a growing public debt burden.

Economic strengths and growth potential

Malta's economy continues to perform well above the eurozone average, with real GDP growth expected to reach 5.7 per cent in 2024. This growth is largely driven by the services sector, strong financial performance due to higher interest margins, and a buoyant tourism sector, which has surpassed pre-pandemic levels. Fitch has revised Malta's growth forecast upwards for 2025 and 2026 to 4.3 per cent and 4.1 per cent, respectively, with GDP per capita now standing at 91 per cent of the eurozone average following a statistical revision.

Labour market indicators are also positive, with Malta enjoying low unemployment levels, expected to average 3.2 per cent over the next few years, far below the eurozone's 6.5 per cent. However, challenges such as low labour productivity and skills shortages persist, which may constrain future growth.

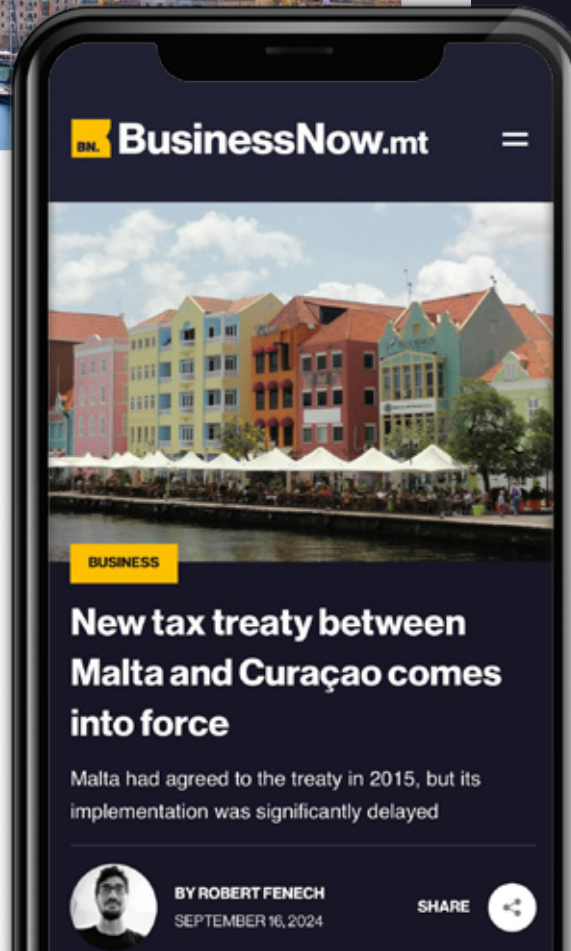
Fiscal deficits and debt trajectory

Malta's fiscal position remains a concern, despite efforts to address the issue. The fiscal deficit for 2024 is projected at 4.0 per cent of GDP, falling to 3.0 per cent by 2026. This reflects the government's tax relief measures and the ongoing cost of energy subsidies, which have eased slightly with falling energy

Get in Touch

Partner with BusinessNow.mt, the Business Now publication and Companies-to-Watch, and gain unprecedented exposure in the local corporate and B2B markets.

We'll expose you to a large and diverse audience of business executives, business leaders, people in management, professionals and decision makers.



Content House

Thank you!

Let us know how we can help you prepare a strategic campaign on our Business Now portfolio of brands, to help you reach your target audience and business objectives.

**Business
Now**

 **BusinessNow**.mt

