



Facilitating Business in Malta

MaltaInvest.mt and the annual Malta Invest International Guide,
forms part of the Malta Invest portfolio

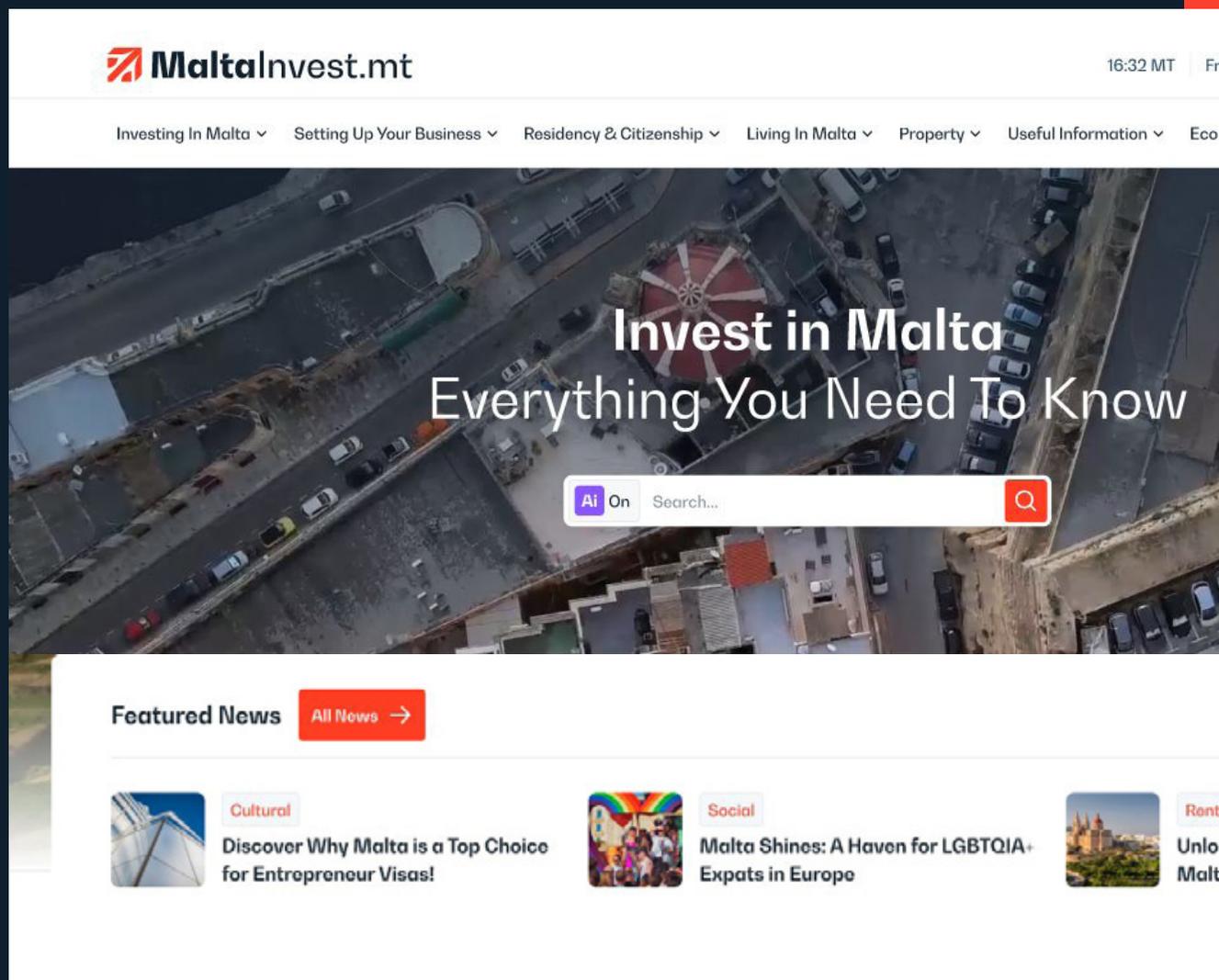
A MEDIA BRAND BY
Content House



A Global Reach Powered by AI

MaltaInvest.mt is Malta's international investment portal, strategically designed as the first all-encompassing online platform for business and investment. It significantly enhances how businesses and investors access critical data about Malta as a business and investment destination. Acting as a one-stop shop, **MaltaInvest.mt** is the first local portal powered by an AI-driven search engine, ensuring accurate and comprehensive information for businesses and individuals interested in investing in Malta.

 MaltaInvest.mt

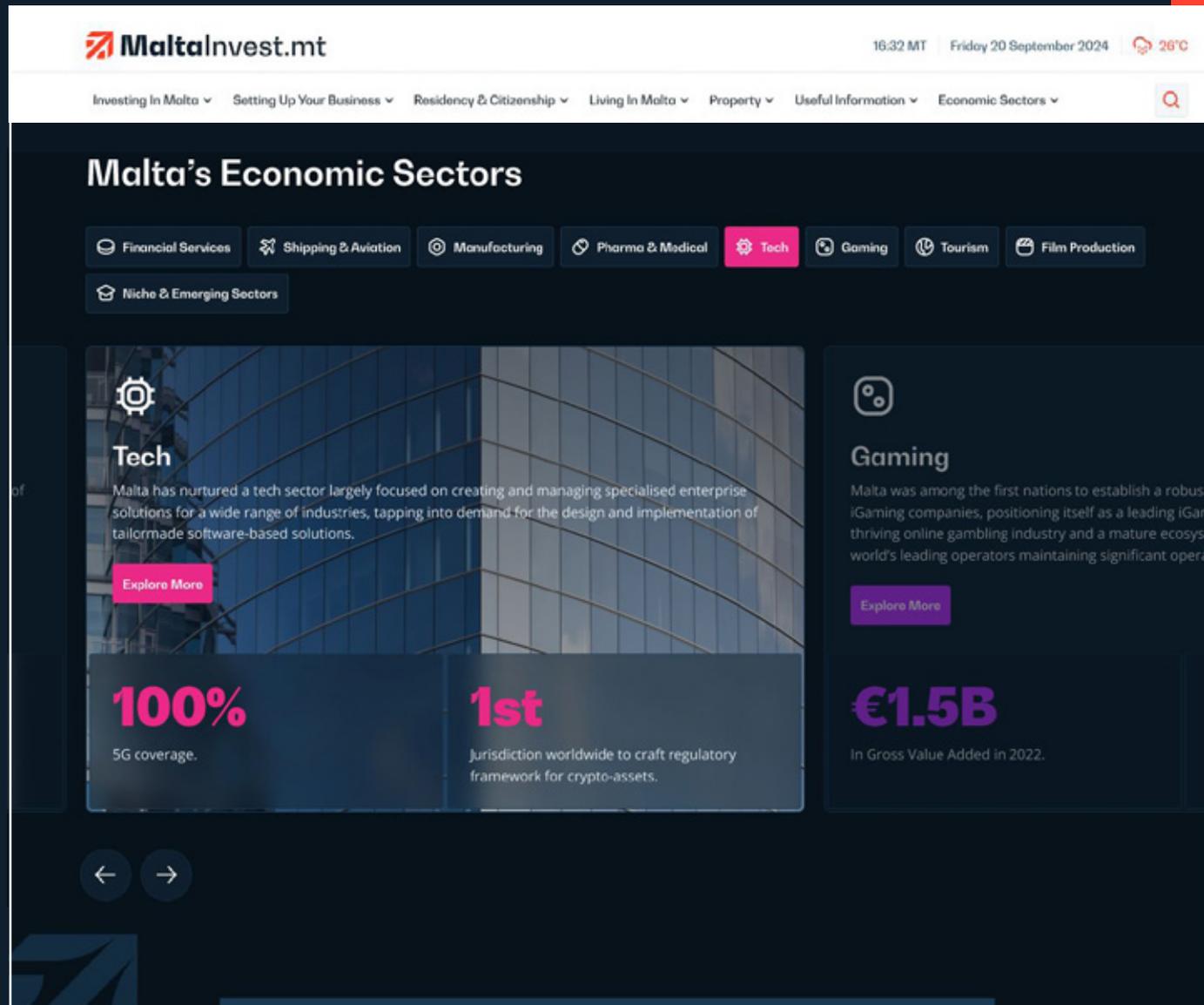




A Global Reach Powered by AI

A dedicated team of specialised business writers, journalists, and editors provides expert content, including in-depth stories, analysis, and interviews, all aimed at fostering global investment opportunities.

The portal also offers extensive expert insights into key sectors such as financial services, banking, corporate services, gaming, industry & manufacturing, technology, property & real estate, and services industries.





Maltainvest.mt M.02 MT Friday 20 September 2024 35°C

Investing in Malta - Setting Up Your Business - Residency & Citizenship - Living in Malta - Property - Useful Information - Economic Sectors

Home > Key Players > Meet Ammar Soltan

Meet Ammar Soltan

Ammar Soltan is the Founder and Managing Director of eeatwell, a fast-growing healthy food franchise with 27 stores across Malta, France, Italy, Belgium, the United Kingdom, Dubai, and Libya. Starting his career at 19, he advanced through various roles, working his way up to leave a significant mark in the food industry.

Published on 22 Jun 2024 • 11 min read

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What are the benefits of living in Malta, as an individual and as a business leader?

Living in Malta has been an incredible experience for me, both personally and professionally. On a personal level, I love the Mediterranean lifestyle – the sunny days, the sea and the welcoming community. From a business perspective, Malta is a strategic gem in the heart of the Mediterranean, offering a business-friendly environment that supports growth and innovation. It's a place where a strong vision, combined with hard work, can truly thrive. The close-knit community in Malta makes it easier to connect with people, collaborate and build something meaningful.

Your story is quite inspirational, having arrived as a young man and initially working as a manual labourer in the construction sector before taking the plunge and starting eeatwell. How conducive is Malta, socially and economically, to such a journey?

My journey in Malta started with hard work and humble beginnings. However, after my arrival, I found a community that truly values ambition and determination. There's this can-do spirit here – a belief that if you put in the effort, you can make things happen. Economically, Malta may be small, but it's agile and open to new ideas. There's a growing appetite for healthier, more sustainable living, which aligns perfectly with eeatwell's mission. The tight-knit community makes it easy to connect with like-minded people who believe in your vision. Malta is a place where doors will open if you're ready to walk through them.

As eeatwell has grown, you have become familiar with the business landscapes of other countries. In light of this, what would you say are the pros and cons of investing in Malta?

Investing in Malta comes with its fair share of positives. You've got a strategic location, a competitive tax system and a government that wants to see businesses succeed. There's also a great sense of community here – people support each other, and the workforce is skilled, multilingual and adaptable. On the downside, Malta's size can be somewhat limiting and logistics can sometimes be tricky with imports. However, Malta's connectivity to Europe and beyond turns these challenges into opportunities. At the end of the day, it's all about seeing the bigger picture and leveraging Malta's strategic position to unlock wider opportunities.

"There's this can-do spirit here – a belief that if you put in the effort, you can make things happen."

What advice would you give those who are considering making Malta their home?

Malta is a great place to call home, whether for business or lifestyle. My advice? Dive right in. Embrace the culture, connect with locals, get involved, and make the most of the island's networking opportunities. The island might be small but that's actually a big advantage – you can easily build relationships and find your community. There's a lot to discover here! Enjoy the local food and the beautiful nature, and soak up the endless summer days. If you come with an open heart, Malta has a lot to offer.

MIND YOUR OWN BUSINESS

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Industry Key Players

Property
Nicole Zammit

Business
Ammar Soltan

Banking
Robert Fenech

A Unique Platform with Global and Local Reach

Maltainvest.mt offers unparalleled local and global reach, making it an essential platform for investors, businesses, and corporate audiences. Participation guarantees a strong marketing presence among potential investors, relocators, and companies seeking service providers in Malta. The platform provides unmatched exposure, both locally and internationally, at a corporate and B2B level. Sponsored and organic content benefit from strategic placement and enhanced social media boosting, especially on LinkedIn and Facebook, targeting business professionals, executives, high-net-worth individuals, and investors worldwide.



Online Packages

Premium Sponsored Content

€1,500 (Includes journalist and photographer fees)

Premium sponsored business content is a highly effective digital marketing tool. It includes extensive in-depth articles such as interviews with business professionals, case studies, or product/event reviews. Local social media boosting is included. We will assign a business writer and an excellent photographer to lead the process, as well as a digital marketing executive to handle the publication of your content on social media and on the portal. Our team will be responsible for execution on your behalf!

ADD ON

€150 for boosting beyond Malta

MaltaInvest.mt

Latest News | Sponsored

Redefining Malta's Value Proposition as a Financial Jurisdiction

FJVA CEO Adriana Camilleri Vassallo and Head of Tax Advisory Kurt explain why Malta is a jurisdiction of choice for non-EU corporates considering operational expansion and high-net worth individuals seeking diverse investment opportunities.

Written By Prebjit Chohan Patel
Published on 22 Jun 2024 • 11 min read

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Image Credit

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Amidst ever-changing market dynamics and an unprecedented level of geopolitical uncertainty, businesses and investors are increasingly seeking alternative jurisdictions beyond their home territories to base their operations and safeguard their assets. In today's increasingly interconnected global economy, selecting the most appropriate jurisdiction involves more than a positive tax environment. The jurisdiction must provide a well-rounded, strategic advantage that transcends financial incentives: stability, growth opportunities, robust regulation, and efficiency are some of the other considerations.

Malta, with its prime geographical location (providing a gateway into Southern Europe and access to international maritime routes), growing international outlook, supportive business environment and resilient economy, is wellpositioned to meet this demand. As an EU member country, it also presents an ideal centre for companies looking to benefit from seamless access to the European Single Market.

From a personal perspective, the country can be described as the perfect option for business leaders thinking about moving their lives (and relocating their families) to another country. A rich cultural heritage, welcoming Mediterranean climate of 300 days of sunshine each year, a well-regarded healthcare system, a blooming gastronomic scene, and low crime rates are highly attractive factors.

Established in 1998 by a former Governor of the Central Bank of Malta, Francis J. Vassallo, and his daughter Adriana Camilleri Vassallo, corporate services provider Francis J. Vassallo & Associates Ltd (FVA) lends its expertise to private wealth individuals, Maltese companies and multinationals seeking comprehensive support for their corporate and personal needs. The firm specialises in company structures, family business services (also encompassing foundation and trust administration), residency assistance and advisory services in tax, finance, risk, regulation, and compliance.

GLOBAL GROWTH 2025

TRADEMALTA

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Trending News

- Cultural**
Discover Why Malta is a Top Choice for Entrepreneur Vistas
- Books**
Malta Shines: A Haven for LGBTQIA+ Expats in Europe
- Real Estate**
Unlock the Secrets to Residency in Malta!

Virtual PBX
Say hello to simple

Available
Flexible
Cost effective

Keep your business connected, always and anywhere!

GO Business



Online Packages

Featured Articles

€1,500 for 3 Featured Articles

€750 for 1 Featured Article

This cost-effective option is designed for companies that can supply their own content and images. Our business writers will proofread and polish the text to align with our style guide, and our digital marketing team will ensure maximum visibility. Each Sponsored Feature Article can be of a maximum 500 words. Social media boosting is included.

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Business & Investment Blogs

€600 per blog post

This option is for companies that supply ready-made articles by specialists, advisors, or business leaders. The blogs cover various topics, from organizational culture to business strategy, ensuring your voice is heard by the right audience. Social media boosting is included.

ADD ON

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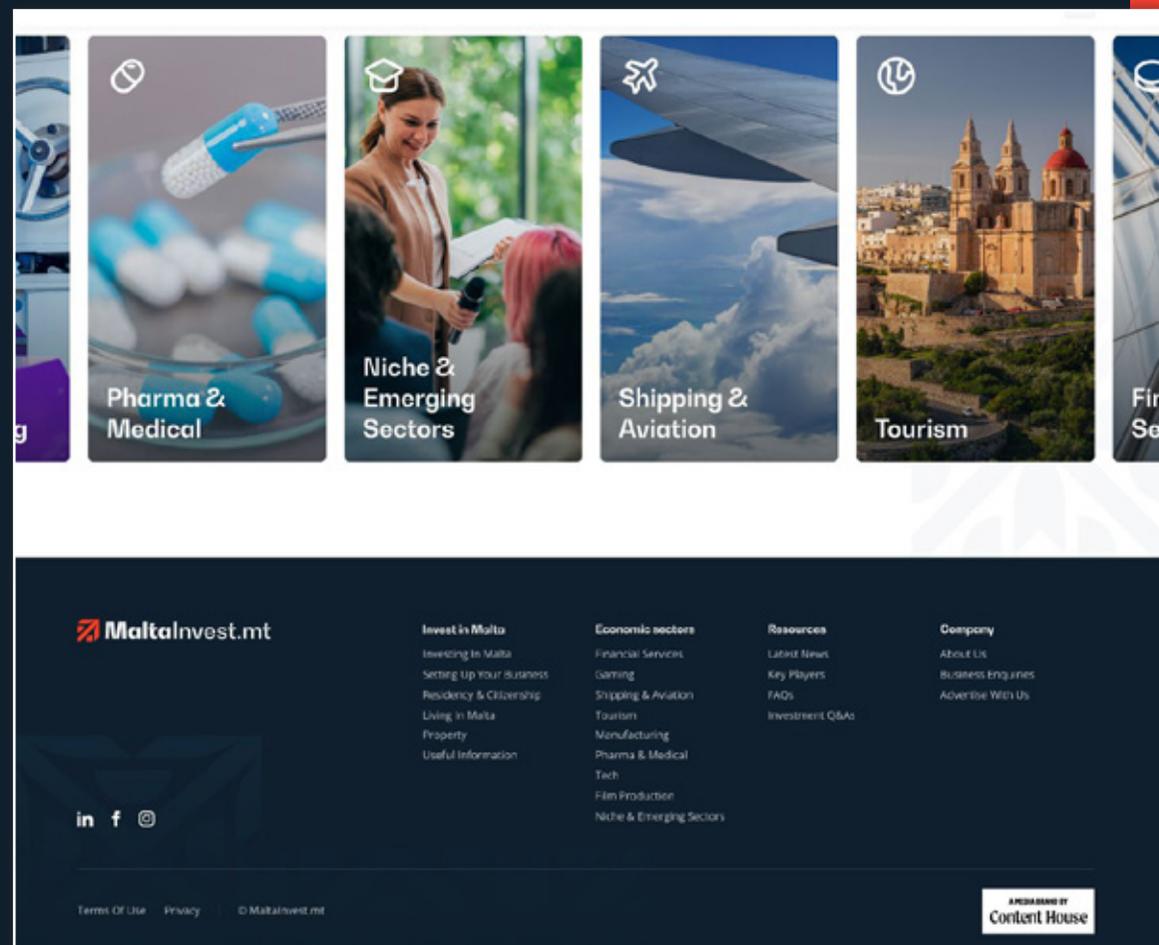


Official Partner Status

€15,000 for an annual comprehensive package

Achieve “Official Partner” status and enjoy continuous access to **MaltaInvest.mt** for 12 months. This package offers unparalleled flexibility and support to ensure your company’s news and announcements reach the right audience. It includes editorial and digital marketing support, ensuring your sponsored articles receive maximum exposure on the portal and social media platforms like LinkedIn and Facebook. Social media boosting is included.

MaltaInvest.mt



Official Partners





Official Partner Status

The Official Partners Package include:

Animated Online Advertising Banner (10% occupancy for 12 months)

Changeable throughout the year, with the flexibility to adjust banner schedules as needed.

Sponsored Content Articles on Demand

Communicate your news directly to business leaders, professionals, and executives on demand, with strategic exposure across LinkedIn and Facebook. We will assign business writers, photographers and digital marketing executives, to make sure we will handle all the expert' work for you. Local and Global social media boosting included.

Logo Placement

Your logo will appear on every page of the site, linked to a URL of your choice.



Animated Advertising Banners

Our banner options align with international standards, ensuring maximum visibility across all devices. Banners are responsive, giving advertisers full exposure on desktop, mobile, and tablets. We will also provide you with the sizes of our rectangular online banners for our mobile version of the **MaltaInvest.mt**, so that you will benefit from full exposure on mobile and on desktop versions.

Desktop: Billboard Banners

Media Size: 970x250 pixels | 1 month: **€700**

Desktop: Half-Page Banners:

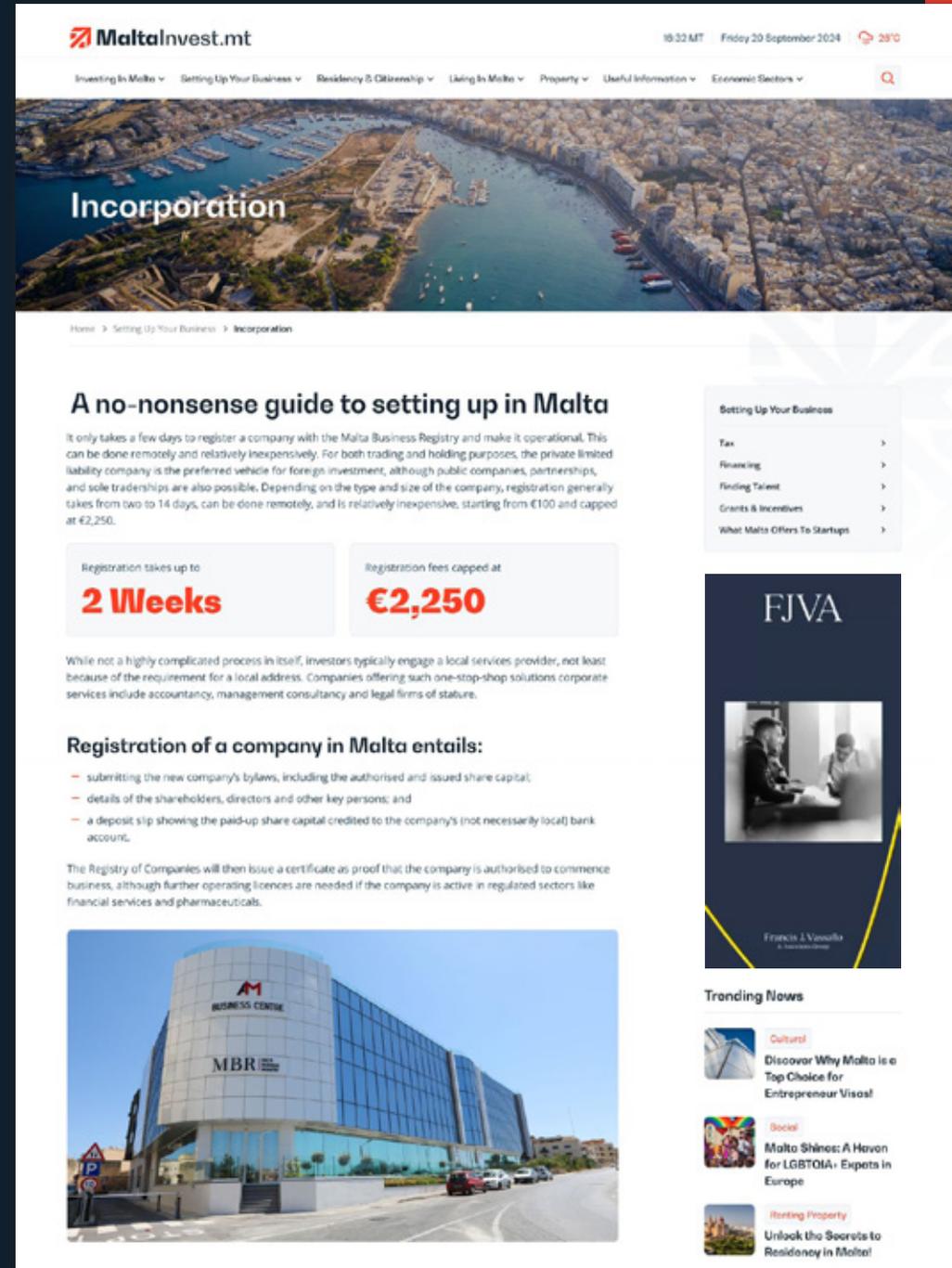
Media Size: 300x600 pixels | 1 month: **€700**

Mobile: Rectangular Banners

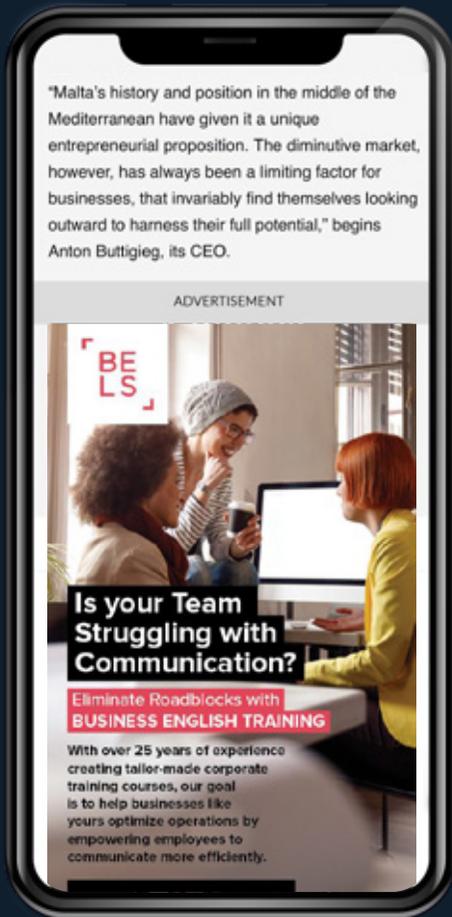
Media Size: 300x250 pixels

The above rates are based on 10% occupancy.
File format: JPG, PNG, GIF or animated GIF.
Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).

MaltaInvest.mt



New Advertising Formats



Full-Screen Scrollover (Mobile Exclusive)

As users scroll, your ad takes over the full screen, ensuring maximum visibility.

1 month: **€1,000**

The above rate is based on 10% occupancy

Media Size: 450x800 pixels

File format: JPG

Max File Size: 150KB

Desktop Takeover

Maximum reach with 100% occupancy on the homepage and article pages.

1 month: **€1,000**

Media Size: 1920x1080 pixels

File format: JPG

Max File Size: 4MB

Text Safe Area for Screen Takeover:

Any text is to be included in the centre of the artwork



New Advertising Formats

Outstream Video Ads

A non-intrusive, high-impact video ad that appears seamlessly as users scroll through article pages.

1 month: **€1,000**

The above rate is based on 10% occupancy

File Format: .mp4

Max File Size: 8MB

Ratio: 16:9

Dimension: 1280x720px

Duration: 15/30 sec

FPS: 24

MaltaInvest.mt

The screenshot shows the MaltaInvest.mt website. At the top, there is a navigation menu with categories like 'Investing in Malta', 'Setting Up Your Business', 'Residency & Citizenship', 'Living in Malta', 'Property', 'Useful Information', and 'Economic Sectors'. A search icon is also present. Below the navigation, the main content area features a news article titled 'Malta's defence of citizenship-by-investment programme gets strong endorsement from Advocate General'. The article is written by Robert Fenech and published on 22 Jun 2024. To the right of the article, there is a vertical advertisement for 'me direct' with the text 'Invest, Save, Pay & Borrow' and a 'Sign Up Now' button. Below the article, there is a 'Share' section with social media icons for Facebook, LinkedIn, and a link icon. Further down, there is a section for 'Trending News' with three items: 'Discover Why Malta is a Top Choice for Entrepreneur Visas', 'Malta Shines: A Haven for LGBTQIA+ Expats in Europe', and 'Unlock the Secrets to Residency in Malta'. At the bottom of the page, there is an advertisement for the Alfa Romeo Stelvio Tributo Italiano, showing a red SUV parked on a cobblestone street. The ad includes the text 'ALFA ROMEO STELVIO TRIBUTO ITALIANO' and a 'Learn More' button.



Sister Brand of the Annual & Global Malta Invest Guide

MaltaInvest.mt is the digital sister brand of the Malta Invest international guide, which is distributed in major European and Middle Eastern business hubs. The guide reaches key destinations like Dubai, London, Frankfurt, Paris, and Geneva, and is distributed to embassies, corporate centres, and private jet lounges. In Malta, it is available in top banks, ministries, and business centres.

 **MaltaInvest.mt**

London
Paris
Frankfurt
Dubai
Geneva
Valletta
Zurich
Brussels



Malta 20 Invest 24

Malta's International Investment Guide

Showcase your brand on Malta's newest investment portal

MaltaInvest.mt is owned by Content House, Malta's leading online media company, managing a prestigious portfolio of online portals including WhosWho.mt, MaltaCEOs.mt, iGamingCapital.mt, BusinessNow.mt, GuideMeMalta.mt, Gwida.mt, and OurWedding.mt. Content House operates from Quad Central with a team of 40 specialists.

Terms & Conditions

- Advertising and production rates are exclusive of VAT.
- Advertising rates do not include artwork production.
 - Artwork Creation: €150 | Artwork Resizing: €50.
- A 40% fee applies for cancellation of a campaign, or any other booking.
- Artwork must be submitted five working days before the campaign starts.
- Invoices are issued upon booking confirmation, with payment terms set at 30 days from the invoice date.

For more information, contact the Advertising Sales Department at Content House on **+356 2132 0713** or via email at **info@maltainvest.mt**

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