



# An Online Platform with Global and Local Reach

A Media Brand by Content House and the Sister Brand  
of the Malta Invest global publication

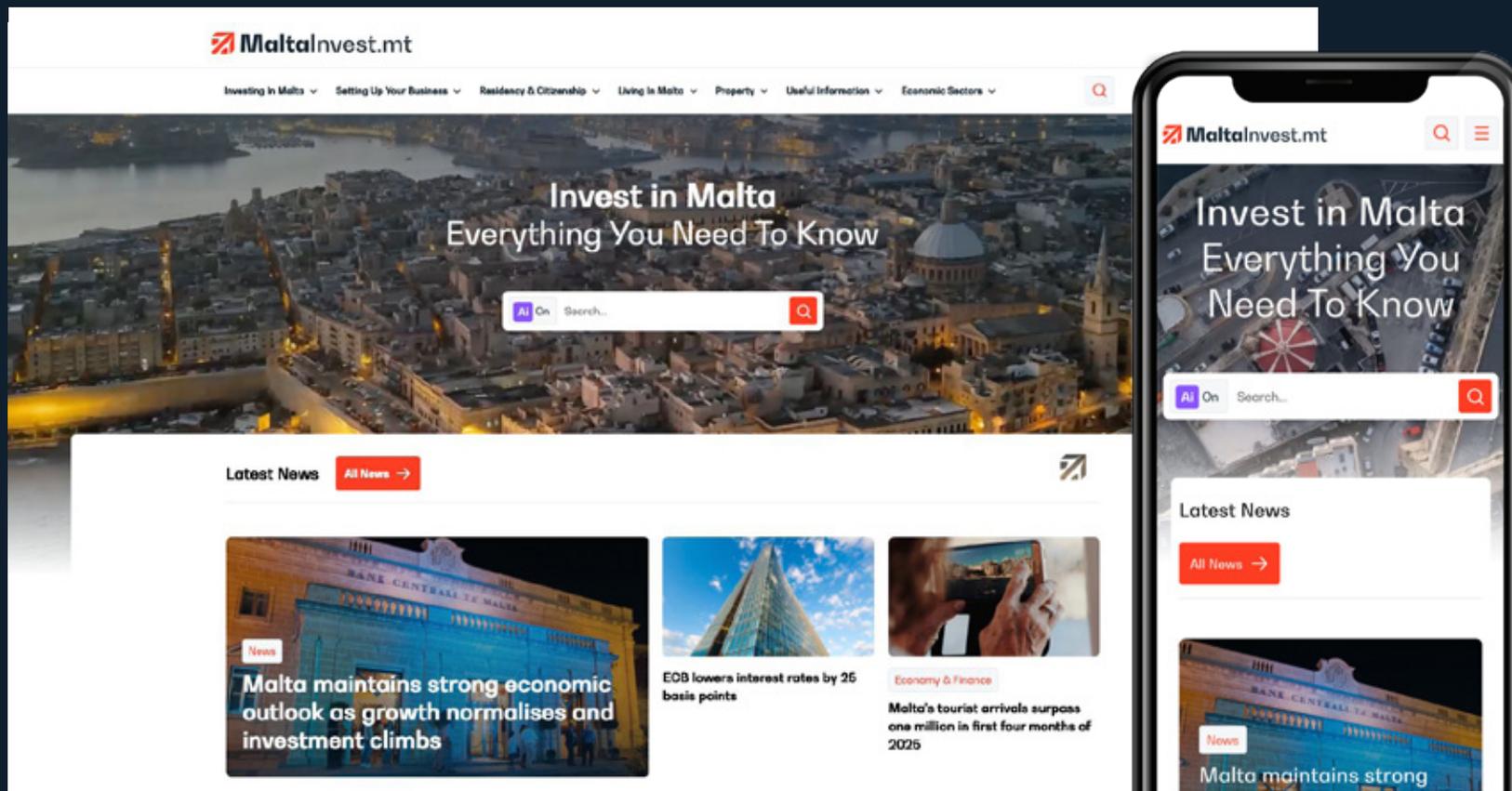
A MEDIA BRAND BY  
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# MaltaInvest.mt: Malta's Global Investment Portal

Reaching CEOs, directors, high-net-worth individuals, investors, entrepreneurs, business leaders, and C-level executives around the world.

MaltaInvest.mt

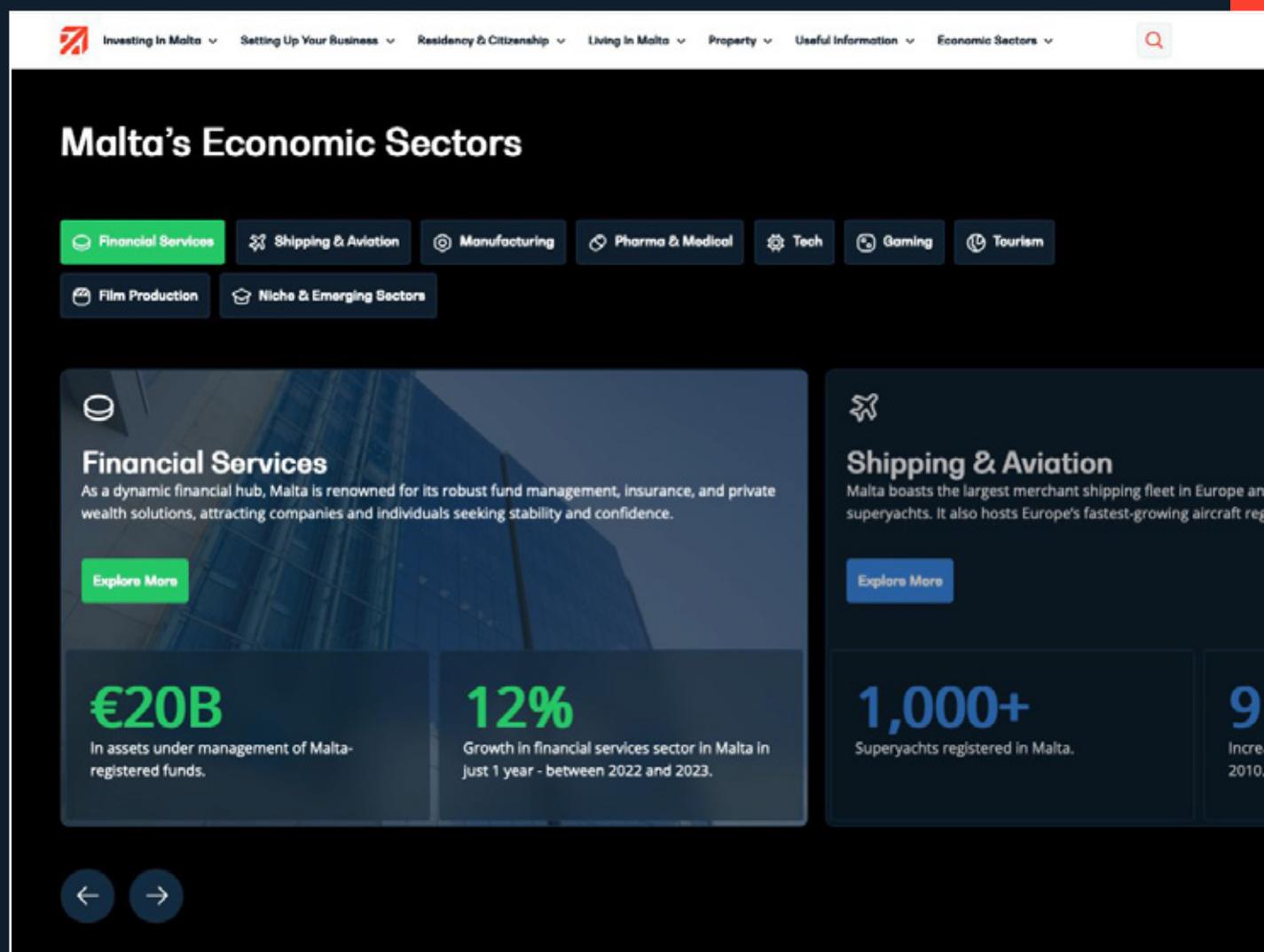






# The First All-Encompassing Online Investment Platform

**MaltaInvest.mt** is strategically designed to be Malta's international gateway for investment and business - the first online platform of its kind.





# International Reach, Local Impact

Accessed by users from Malta and key global markets, **MaltaInvest.mt** offers truly global exposure.

## Audience Demographics:

**Malta (66%)** – Core readership

**International (34%)** – Led by the US, supported by UK, Netherlands, Ireland, and Italy



# Traffic Insights

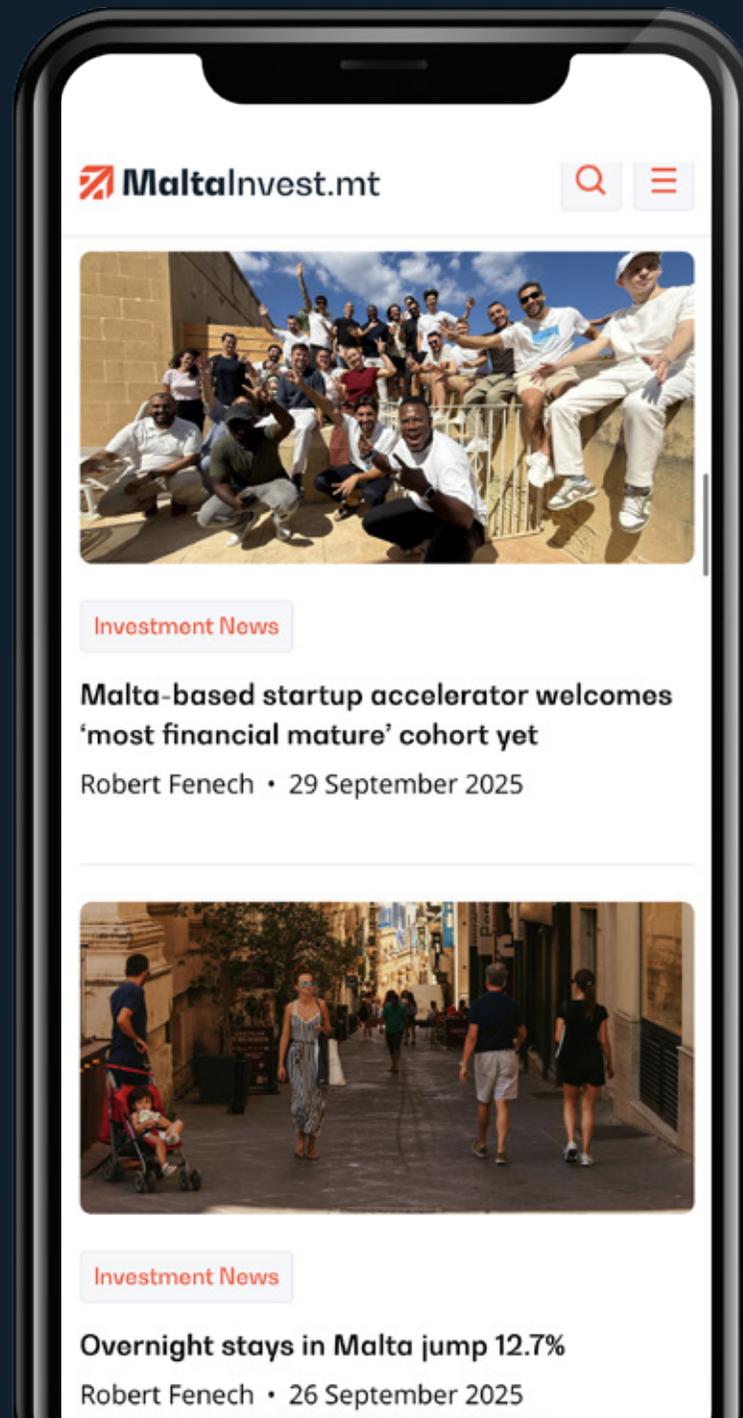
Our consistent traffic mix highlights both the authority of the portal and the loyalty of its audience.

## Organic Search (20%) & Direct (18%)

A strong foundation for sustainable, long-term growth, showing audiences are both actively discovering and deliberately returning to the portal.

## Organic Social (62%)

Strong community-driven engagement



## Audience Profile

This profile illustrates a mature, engaged audience that values quality insights and professional content, whether browsing on-the-go or in-depth at their desks.

### Age:

**65%  
aged 35–54**

Signalling a professional, decision-making readership.

### Gender:

**57% male /  
43% female**

A balanced professional audience.

### Device:

**62%  
mobile-first**

But with strong desktop usage (37.1%) for in-depth engagement.

# Facilitating Investor Access to Malta

The portal transforms how investors and business professionals discover opportunities in Malta, centralising insights, intelligence, and services in one strategic hub.

The screenshot displays the 'Investing In Malta' website. The navigation menu includes: Investing In Malta, Setting Up Your Business, Residency & Citizenship, Living In Malta, Property, Useful Information, and Economic Sectors. The breadcrumb trail is: Home > Investing In Malta > Where To Start.

**Why do so many individuals choose to live, work and invest in the smallest member state of the European Union? If you find yourself pondering this, you're in good company. Malta, a de facto pair of small islands in the heart of the Mediterranean, continually intrigues with its remarkable success story.**

You will be hard pressed to find more compelling evidence for the adage that "the best things come in small packages." With a population of just over half a million living on a tiny group of islands situated 80km south of Sicily and just under 300km off North Africa, Malta is known for punching far above its weight internationally. Its diversified economy has rendered it resilient to global economic upheaval, with residents, visitors and investors benefitting from the modern physical and communications infrastructure and air connectivity to most regional capitals. These factors have helped it enjoy decades-long renown as a jurisdiction of choice among discerning investors who see Malta as a byword for trust and the perfect platform for international activity.

Currently, the country is registering the highest economic growth in the EU. The European Commission's official forecast highlights Malta's achievements, noting that the Maltese economy continues to grow robustly, driven by strong exports and domestic demand. Tourism flows have bounced back to well above pre-pandemic levels, and a strong inflow of workers is boosting domestic demand. After reaching 5.6 per cent GDP growth in 2023, the Maltese economy is expected to achieve a growth rate of 5 per cent in 2024.

**Related Content**

- Economic Overview
- Macroeconomic Indicators
- Trade
- Political & Legal Frameworks
- History Of Malta
- Quick FAQs

**10** TRADEMALTA

Empowering local businesses to expand internationally

START YOUR JOURNEY

**10**



# Regular Business Updates & Investment Related News

The screenshot shows the Maltainvest.mt website's 'Latest News' section. At the top, there is a navigation menu with categories: Investing in Malta, Setting Up Your Business, Residency & Citizenship, Living in Malta, Property, Useful Information, and Economic Sectors. Below the menu, the 'Latest News' title is followed by a row of category buttons: Latest News (selected), Investment News, Economy & Finance, Company News, and Financial Services. A 'News' sub-button is also visible. The main content area features four news items, each with a thumbnail image, a title, a category tag, and a byline with date:

- ECB lowers interest rates by 25 basis points** (Economy & Finance) by Robert Fenech • 5 June 2025
- Malta's financial regulator eyes 'growth through sound governance'** (Investment News) by Nicole Zammit • 2 June 2025
- Economic momentum holds as industrial growth and tourism drive Malta's outlook, Central Bank says** (Economy & Finance) by Nicole Zammit • 29 May 2025
- FinanceMalta takes 14 Maltese companies to Money 20/20 Amsterdam** (Economy & Finance) by Malta Invest • 28 May 2025

On the right side of the news section, there is a vertical banner for '20 MALTA ENTERPRISE' with the text 'EMPOWERING MALTA'S ECOSYSTEM' and '20 YEARS OF BEING PART OF YOUR SUCCESS'. It also includes contact information: 'Contact us on info@maltenterprise.com'.

The business newsroom within Content House works round the clock to deliver up-to-date news on Malta's economy and investment landscape.



# Fresh Daily Business Insights & Interviews

We bring you fresh business content, news stories and interviews relevant to investment and the business climate in Malta.

The screenshot shows a website header with navigation links: Investing In Malta, Setting Up Your Business, Residency & Citizenship, Living In Malta, Property, Useful Information, and Economic Sectors. Below the header is a featured article titled "Meet Rebecca Bonnici" under the "Tourism" category. The article includes a portrait of Rebecca Bonnici and a bio: "Over a 27-year career, Rebecca Bonnici, CEO of BELS English Language Schools, has been driven to foster language-teaching excellence. Today, she persists in this mission through her roles as FELTOM Chairperson, Tourism Operators Business Section Committee Member for The Malta Chamber and ELT Council Board Member." The article is dated "Published on 5 March 2025" and is a "4 min read".

Follow



## How does Malta's strategic location and offering in the Mediterranean influence tourism investment opportunities?

Malta's strategic location, nestled in the heart of the Mediterranean, has always been a significant advantage in encouraging tourism investment. The islands, serving as a convenient destination and hub, attract travellers from diverse regions. This unique positioning ensures a steady flow of visitors seeking a mix of cultural heritage, leisure and educational experiences, making it an attractive proposition for tourism investors.

Evidence of this can be seen with airlines constantly increasing routes and the frequency of stable routes, which further contributes to the growth of tourism in Malta.

*"Malta has emerged as a holistic destination that offers students more than just learning, and this integration significantly boosts investor confidence."*

For many years, and despite global upheavals, the ELT industry has been a mainstay of Malta's tourism product. Could you tell us more about the factors driving its growth?

The banner features the "10" logo for TRADEMALTA with the tagline "Empowering local businesses to expand internationally" and a "START YOUR JOURNEY" button. A large number "1" is visible at the bottom right.



# AI-Powered for Precision and Scale

Your Search

## Buying property in Malta

**AI Results**

Buying property in Malta offers a variety of options, including traditional houses and modern apartments, with prices starting from €130,000 for foreign buyers. Those who have resided in Malta for less than five years can only purchase one property as their primary residence and must obtain an AIP permit for properties outside approved designated areas, which costs €233.

Sources:

[franksoft.com.mt](https://franksoft.com.mt)

### Maltainvest Search Results



**Property**

**Property Purchase Guide**

3 February 2025



**Property**

**Understanding the Property Market**

3 February 2025



**Property**

**Who Is Eligible To Buy Property In Malta?**

20 January 2025



**Property**

**Buying Commercial Property**

3 February 2025



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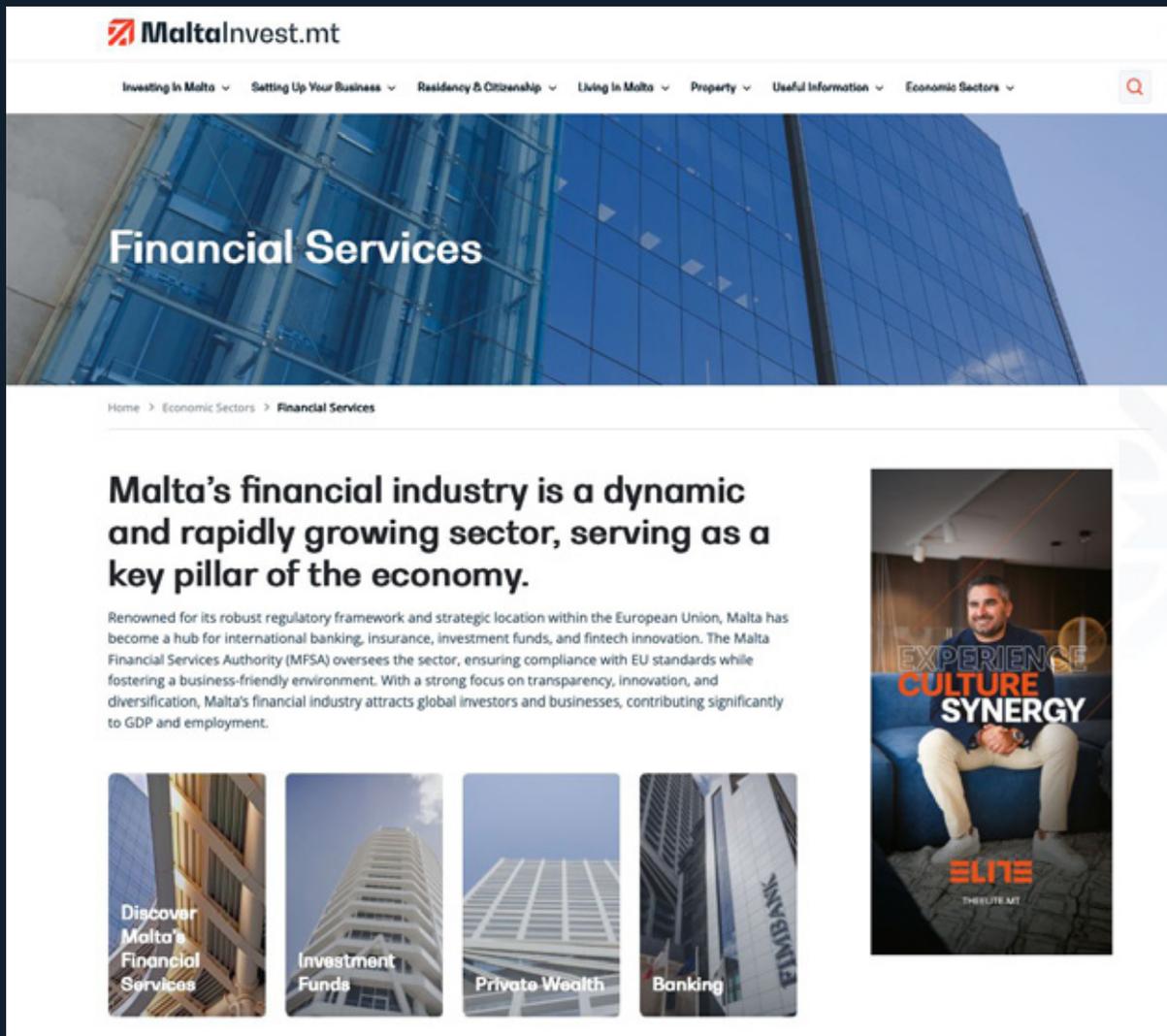


DISCOVER MORE

Malta's first AI-driven investment portal ensures users find accurate, relevant, and timely information - quickly and efficiently. We've deployed sophisticated AI technology to deliver an enhanced one-stop-shop business and investment search engine facility - the first of its kind in Malta.



# An Essential Tool for Investors and Business Audiences



Combining global visibility with local depth, **MaltaInvest.mt** is an indispensable platform for corporate decision-makers, entrepreneurs, and relocating businesses.



# A Strategic Marketing Channel for Your Brand

Participation offers premium visibility among investors, executives, and companies actively seeking partners, advisors, and relocation opportunities in Malta.

Maltainvest.mt

The screenshot displays the Maltainvest.mt website interface. At the top, there is a navigation menu with categories: Investing In Malta, Setting Up Your Business, Residency & Citizenship, Living In Malta, Property, Useful Information, and Economic Sectors. Below the menu is a search icon.

The main content area is titled "Latest News" with a sub-link "All News →". It features a grid of news articles:

- News:** "Malta maintains strong economic outlook as growth normalises and investment climbs" (Accompanied by an image of the Parliament Building at night).
- Latest News:** "ECB lowers interest rates by 25 basis points" (Accompanied by an image of a modern glass skyscraper).
- Economy & Finance:** "Malta's tourist arrivals surpass one million in first four months of 2025" (Accompanied by an image of hands holding a smartphone showing a cityscape).
- Latest News / Investment News:** "Malta's financial regulator eyes 'growth through sound governance'" (Accompanied by an image of a modern building with flags).
- Economy & Finance:** "Aquaculture fund announced as pillar of Malta's blue economy vision" (Accompanied by an image of a speaker at a podium with a screen behind him that says "AQUACULTURE FUND").
- Economy & Finance:** "Over 2,500 new SDA homes set to redefine the high-end property market" (Accompanied by an image of an audience seated in a conference room).

On the right side of the page, there are two vertical promotional banners:

- Valletta Glass:** Features the text "beauty of simplicity" above images of colorful glass vases. Below the images is the Valletta Glass logo (a lion rampant) and the text "VALLETTA GLASS" with a "DISCOVER MORE" button.
- Ladurée:** Features the text "LADURÉE" above "TIGNE SQUARE, THE POINT SHOPPING MALL, SLIEMA" and the website "LADUREE.COM.MT". Below this is an image of the Ladurée storefront.



# Powerful Exposure Across Channels

The screenshot shows a news article on the MaltaInvestment.com website. The article is titled "Leading by example: 'It is better to lose a client than to lose your reputation' – Tumas Group Director Joseph C. Schembri". It is categorized under "Company News" and is written by Edward Bonello, published on 23 April 2025, with a 6-minute read time. The article features a large photograph of Joseph C. Schembri, an elderly man in a dark suit and yellow patterned tie, standing in front of a classical building with columns. To the right of the article is a vertical advertisement for HATTEN MBA ADVISORY, featuring a dark background with the company logo and name. Below the article, there is a "Trending News" section with three items: "Malta maintains strong economic outlook as growth normalises and investment climbs", "ECB lowers interest rates by 25 basis points", and "Malta's tourist arrivals".

Sponsored and organic content enjoy top placement and social media amplification - especially on LinkedIn and Facebook - targeting key business audiences globally.

# Powerful Digital and Video Advertising

Using the latest technology, you can utilise video ads and online banner campaigns to reinforce your message, showcasing how you can be of service or make a difference to thousands of local and international companies focused on Malta.

The screenshot displays a news article titled "Malta's tourist arrivals surpass one million in first four months of 2025" under the "Economy & Finance" category. The article is written by Nicole Zammit and published on 3 June 2025. It reports that total inbound tourists for April 2025 were estimated at 351,165, a 14.6% increase from April 2024. A cumulative total of over one million tourists (1,044,657) was recorded from January to April, a 17.4% increase year-on-year. The EU remained the primary source market with 228,363 arrivals in April. An advertisement for the Elroq car is featured below the article, with the text "BE MORE ELROQ" and a "Learn More" button. To the right, a BOV SmartPay advertisement shows a woman at a counter with the text "Secure payments, trusted provider" and a "CONTACT US" button. A "Trending News" section lists three items: "Malta maintains strong economic outlook as growth normalises and investment climbs", "ECB lowers interest rates by 25 basis points", and "Malta's financial regulator eyes 'growth through sound governance'".

**Economy & Finance**

## Malta's tourist arrivals surpass one million in first four months of 2025

*The EU remained Malta's primary source market*

Written By **Nicole Zammit**  
Published on 3 June 2025 - 2 min read

**Share**

- f** Total inbound tourists for April 2025 were estimated at 351,165, marking a 14.6 per cent increase compared to the same month in 2024, according to fresh **data** released by the National Statistics Office (NSO).
- in** This surge contributed to a January-to-April cumulative total of over one million inbound tourists (1,044,657), up 17.4 per cent year-on-year. Most visitors continued to arrive by air (345,090), though sea arrivals remained steady at just over 6,000.

ADVERTISEMENT

Learn More

A closer look at visitor demographics shows that the number of female tourists rose by 18.3 per cent, reaching 192,272, while male tourists increased by 10.4 per cent to 158,893. Age-wise, the largest growth was recorded in the 45-64 age group, which jumped 22.9 per cent, followed by the 25-44 segment at 15.6 per cent.

The EU remained Malta's primary source market, accounting for 228,363 arrivals in April, with

**BOV SmartPay**

Secure payments, trusted provider

CONTACT US

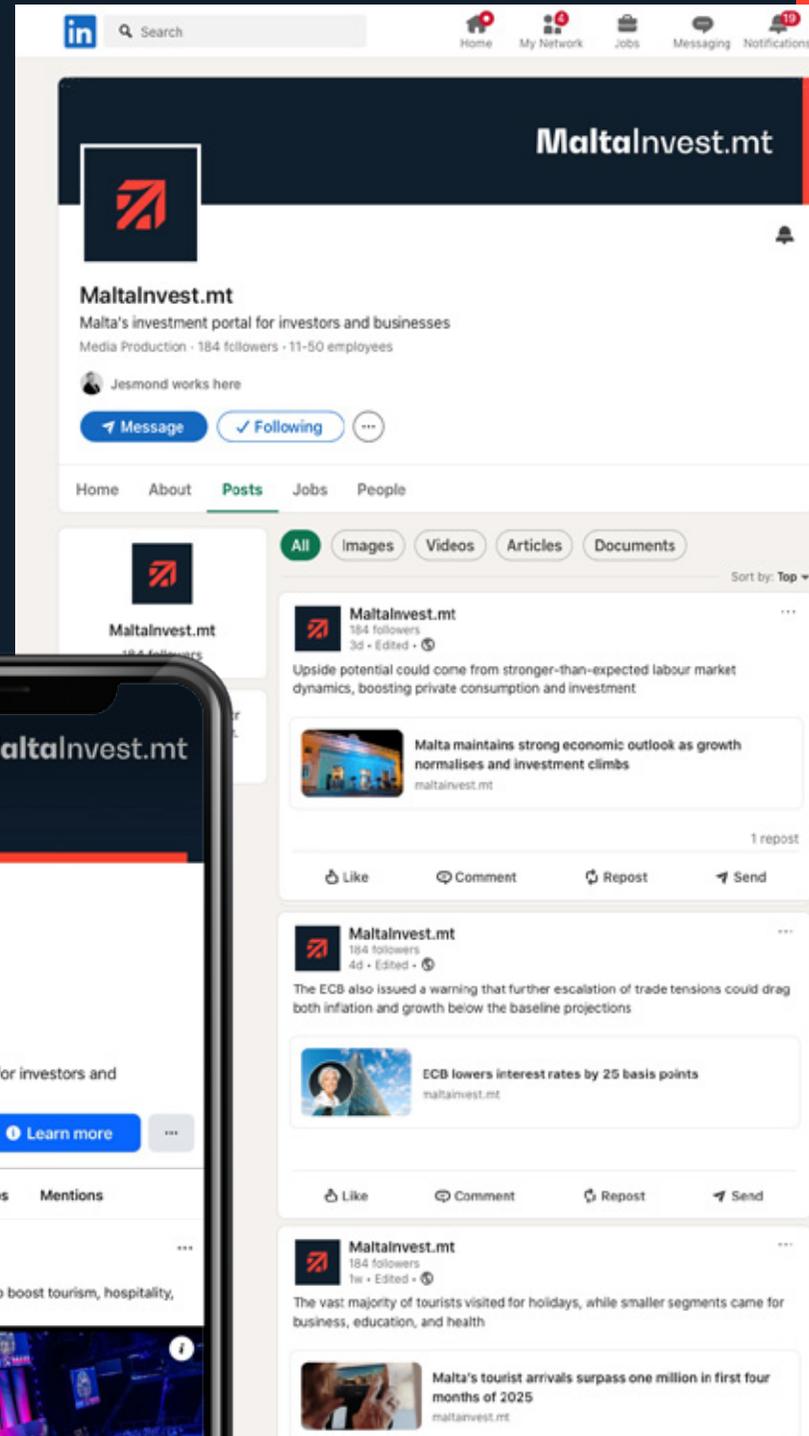
**Trending News**

- News**  
Malta maintains strong economic outlook as growth normalises and investment climbs
- ECB lowers interest rates by 25 basis points
- Investment News**  
Malta's financial regulator eyes 'growth through sound governance'



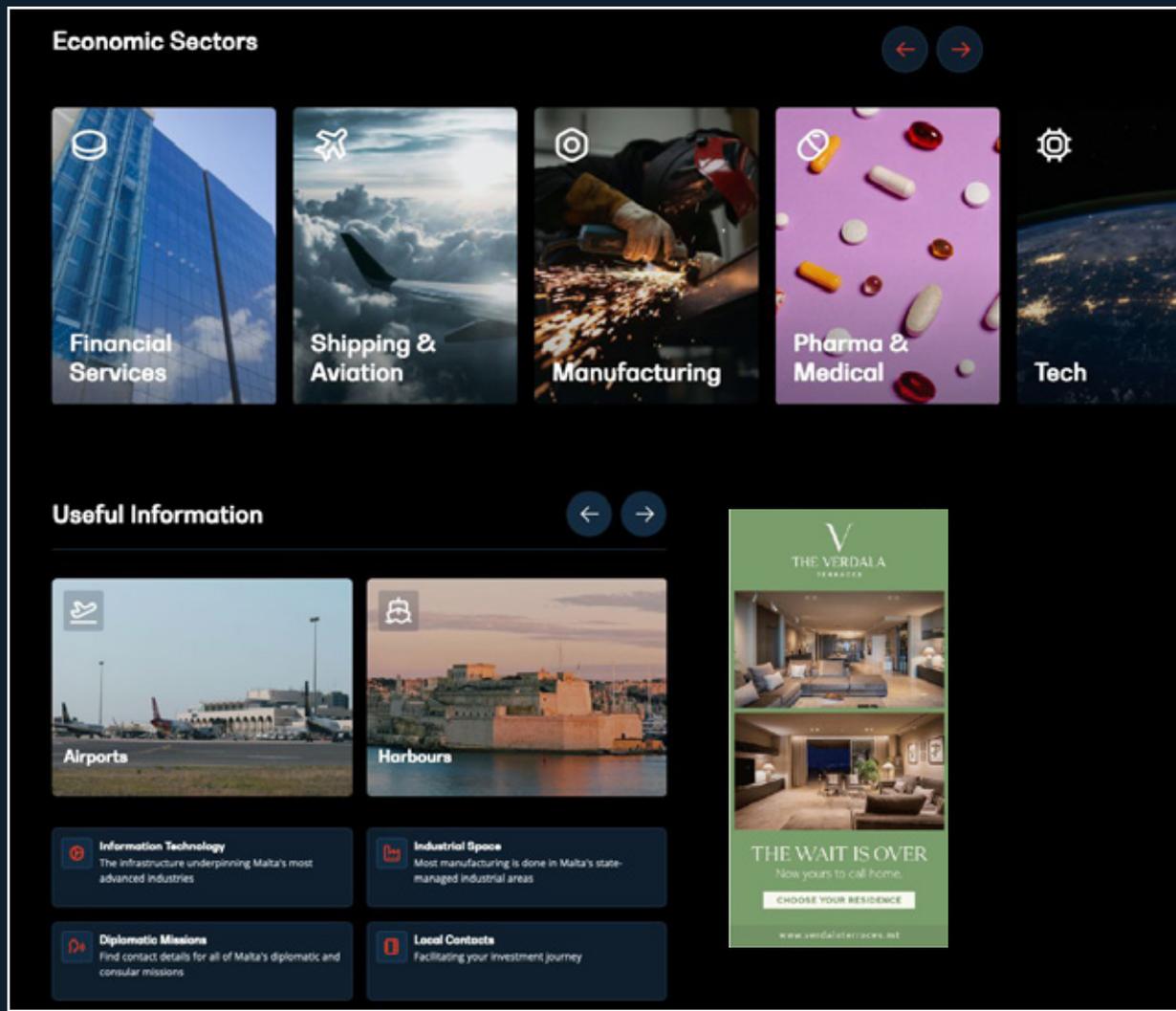
If you're targeting local businesses, companies, and business leaders, **MaltaInvest.mt** is the perfect platform to reach Malta's business community

Away from all the noise, **MaltaInvest.mt** is a specialised business and investment platform strategically positioned to help you connect with local companies, businesses, CEOs, business leaders, and professionals.





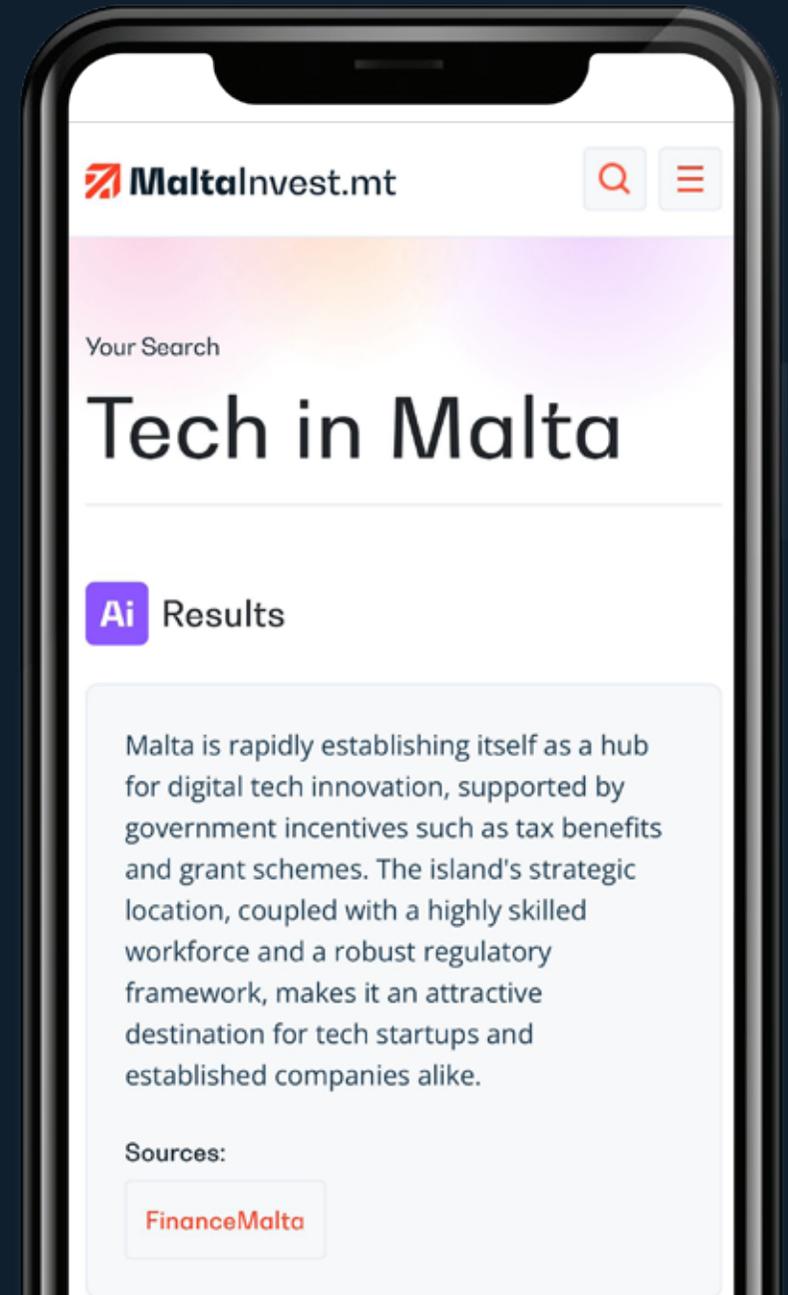
# We also help you target foreign companies, businesses and investors



If you want to reach foreign investors and expats who already use Malta as a base, as well as those considering Malta for new ventures, this is the best place to make your voice heard.

Whether local or foreign, businesspeople at this level are High Net Worth Individuals.

So, if you're targeting high-net-worth earners based in Malta or abroad, **MaltaInvest.mt** can help you reach this important niche.





# Expert Content with Global Credibility

Our team of business journalists, writers and editors delivers trusted editorial content - from sector analysis to exclusive interviews - helping to elevate Malta as a growing investment destination.

The screenshot shows the MaltaInvest.mt website. At the top is the logo and a navigation menu with categories like 'Investing in Malta', 'Setting Up Your Business', 'Residency & Citizenship', 'Living in Malta', 'Property', 'Useful Information', and 'Economic Sectors'. Below the menu is a breadcrumb trail: 'Home > Latest News > ECB lowers interest rates by 25 basis points'. The main article title is 'ECB lowers interest rates by 25 basis points', with a sub-headline: 'Core inflation, excluding food and energy, is expected to average 2.4% in 2025'. The author is 'Written By Robert Fenech', published on '5 June 2025' with a '4 min read'. A large image of a modern glass skyscraper is featured below the text. To the right of the article is a vertical advertisement for 'LADURÉE Paris' located at 'TIGNE SQUARE, THE POINT SHOPPING MALL, SLIEMA', with the website 'LADUREE.COM.MT'. Below the advertisement is a 'Trending News' section with a 'News' tag and a headline: 'Malta maintains strong economic outlook as growth normalises and investment climbs'. Another 'Economy & Finance' tag is visible at the bottom right.

## Comprehensive Sector Coverage

We provide deep insight across all key sectors of Malta's economy:

- Financial Services & Banking
- Corporate Services
- iGaming
- Industry & Manufacturing
- Technology
- Property & Real Estate
- Business Services & Investment Migration
- Tourism (investment in hospitality, including hotels and restaurants, as well as MICE, corporate travelling, events and the cruise industry)



# The Digital Sister Brand of Malta Invest Annual Publication

MaltaInvest.mt is backed by the Malta Invest annual publication – Malta’s largest and leading global investment guide issued every year, with an unmatched local and foreign distribution network.

MaltaInvest.mt



Dubai  
Abu Dhabi  
London  
Frankfurt  
Geneva  
Zurich  
Brussels  
Paris  
Valletta

**Malta 20  
Invest 26**  
Malta's International Investment Guide

# International Distribution Footprint

The Malta Invest publication is distributed in:

- London
- Brussels
- Paris
- Frankfurt
- Zurich
- Geneva

Malta

Abu Dhabi

Dubai



## Distributed at the Heart of Global Business

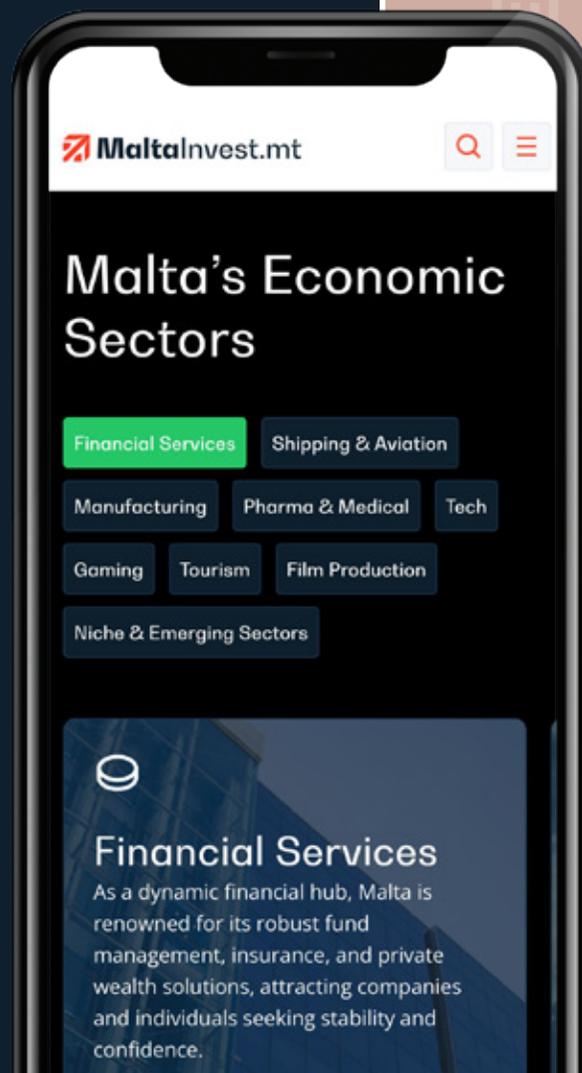
Malta Invest is distributed extensively across international business and executive circles, including the following key locations:

- Leading Corporate Firms
- Global Business Centres
- Investment Banks
- Luxury Hotels & Members Clubs
- Embassies & Consulates
- Airline Lounges (First & Business Class)
- Executive Train Lounges (London)



# Combined Packages Deliver Maximum Value

A joint campaign across **MaltaInvest.mt** and the Malta Invest global annual publication offers unmatched visibility - digitally and in print.



Dubai  
Abu Dhabi  
London  
Frankfurt  
Geneva  
Zurich  
Brussels  
Paris  
Valletta

## Malta 20 Invest 26

Malta's International Investment Guide



# Integrated Content & Advertising Solutions

From banner, video ads and sponsored features on **MaltaInvest.mt** to premium full-page advertising and interviews in our premium publication, reach the right audience at the right time.

MaltaInvest.mt

**Frequently Asked Questions**

**Is Malta in the European Union? What about Schengen?**  
Malta has successfully been a European Union member state since 2004 and is part of the Schengen Area in 2007.

**What currency does Malta use?**  
Euro. Malta joined the euro area in 2008.

**Is Malta a rich country?**  
Malta has been the fastest growing EU economy for three years running, with latest statistics showing that Malta's GDP per capita is 5 per cent higher than the European average.

**What are Malta's top exports?**  
Malta's top material exports include petroleum products, pharmaceuticals, electronics, and fish, while tourism services exports are related to the tourism and travel, remote gaming, financial services, and professional and technical services.

**Is finance readily accessible?**  
Since the main commercial banks have high liquidity, interest rates in Malta have remained stable and competitive. The Malta Stock Exchange is also a popular avenue for companies looking to tap the local capital market, while a recent push to encourage venture capital and private equity activity has started to yield results. However, bank finance remains the most popular way of financing corporate projects. There are around 25 banks active in the country, ranging from mid-sized local banks to branches of foreign institutions and specialized operations. Most have competitive fees while providing tailor-made banking solutions, including trade and project finance, custodian banking and specialist wealth management services.

**Does everyone speak English?**  
Yes. Practically the entire workforce is proficient in English. Italian is also widely spoken, and the local population's knowledge of French, German and Spanish has grown since joining the EU. A boom in the foreign-born population has also increased the number of people who speak other languages, ranging from Swedish and Polish to Arabic, Mandarin and Hindi.

**Is Malta safe?**  
Malta is considered a very safe country where theft and violence are isolated incidents.

**How is the weather?**  
Malta enjoys over 300 days of sunshine every year, with mild winters and hot summers.

**What's the healthcare like?**  
Malta boasts excellent public healthcare. A striking acceptance of private healthcare providers is similarly recognised for the high quality of care it provides, and the country has in recent years been taking tentative steps toward promoting itself as a destination for medical tourism.

**What are the residency options available?**  
Foreign investors have several residency options available to them. These range from full citizenship through naturalisation to retirement schemes and special residency options for digital nomads. You can find out more on the subject in the relevant chapter (page 82).

**Can I buy property on the Maltese islands?**  
Yes, although holders of foreign passports are limited to only one residential property unless it is in one of several Special Designated Areas around the islands. For more information, see the chapter on real estate (p. 102).

**How many expats live in Malta?**  
There are around 100,000 people from abroad who now live in Malta. Many of these live in the cosmopolitan North Harbour region, surrounded by luxury residences, high-end shopping and excellent leisure opportunities.

**Speaking of leisure, what is there to do in Malta?**  
Malta's diverse culture, coupled with its traditional charm, offers a unique blend that few places can match. The country has retained its island culture, with the relaxed Maltese way of life being a major selling point for those considering relocating. There is a wide variety of hotels, festivals and other events to suit every taste, while the unique cultural attractions, beautiful blue flag beaches, vibrant nightlife and flourishing culinary landscape that make Malta a top tourist destination are similarly enjoyed by locals and expats alike.

**The Heart of the Heritage Zone**

**Explore more culture**

**VisitMalta**

IN PROGRESS

**MaltaInvest.mt**

**10 TRADEMALTA**

Empowering local businesses to expand internationally

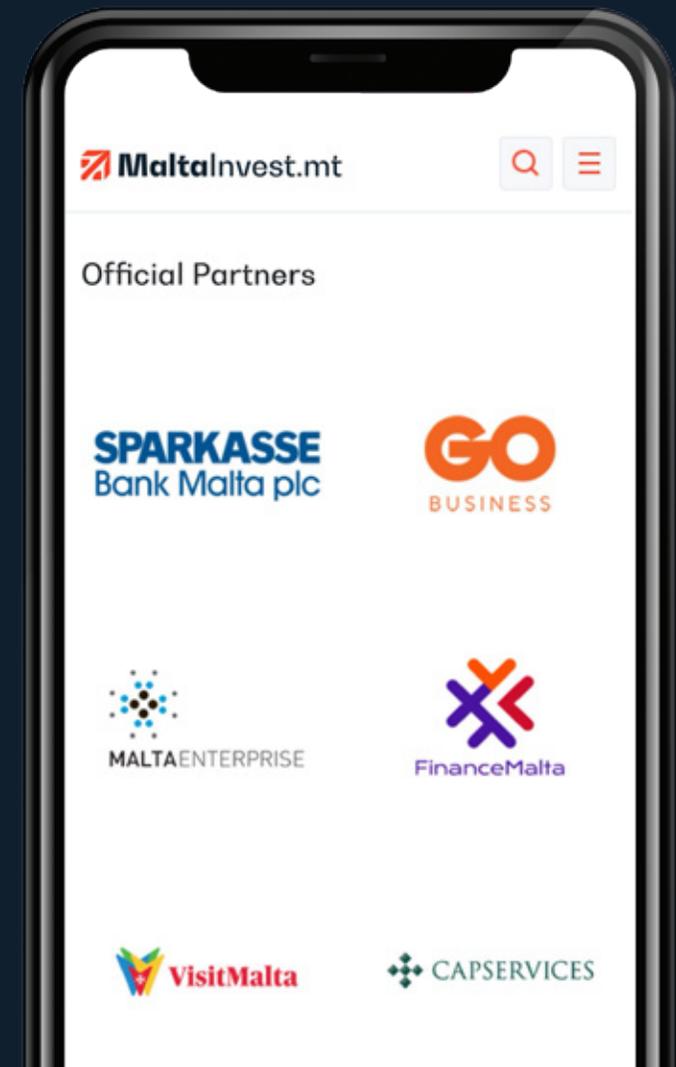
**START YOUR JOURNEY**

**Malta's Economic Sectors**

- Financial Services
- Shipping & Aviation
- Manufacturing
- Pharma & Medical
- Tech
- Gaming
- Tourism
- Film Production
- Niche & Emerging Sectors

# Become an Official Partner of **MaltaInvest.mt** and Malta Invest Global Annual Publication

If you really want to make your voice heard amongst businesses, companies, CEOs, business leaders, executives and professionals, partner with **MaltaInvest.mt** and its sister global publication. You'll benefit from tailor-made interviews and articles - including social media boosting - as well as significant exposure through a package of online, video, and print advertising. Your logo will also be prominently displayed on the homepage and every page of **MaltaInvest.mt**, as well as on the cover of our annual global investment guide.





# A Premium Guide with a Clear Mission

Malta Invest and **MaltaInvest.mt** serve a defined niche: connecting global investors and business leaders with Malta's strategic economic opportunities.

MaltaInvest.mt

**Stability Drives Malta's Investment Success**

Malta ranks among the most stable and safest countries in the world, making it an attractive destination for foreign investment. Its government is a parliamentary democracy led by two major parties that share a common understanding on economic matters, each building on the successes of previous administrations. The domestic political stability, combined with the safety net of Malta forming an integral part of the EU and the euro area, provides peace of mind for investors who wish to ensure the benefits of investing in Malta as a strong member of Europe.

That is not to say that Malta is immune from the challenges posed by global developments or local political issues at the domestic level. One of the toughest challenges Malta faced in recent years was high inflation, a phenomenon affecting the continent and beyond in the aftermath of Russia's invasion of Ukraine. This led to a sharp increase in the cost of living for many households and a significant increase in the cost base for businesses. Malta responded decisively by stabilising the cost of energy and fuel for investors, businesses and the population at large. Despite the EU labeling Malta's approach as unsustainable, the decision contributed to a period of prolonged economic growth and stability, when other EU member states were facing economic woes and significant instability.

In Europe, inflation prompted central banks to raise interest rates after years of low rates. However, Malta's highly liquid banks managed to maintain their long-term rates, providing enhanced stability for thousands of businesses, economic operators and investors in Malta. Consequently, local banks have continued to offer stable and competitive interest rates on commercial and business loans.

These examples highlight Malta's ability to navigate through the current global situation while placing significant importance on the stability offered to its population, investors and businesses operating in the country.

**Key Economic Indicators**

**Outpacing Europe**  
Real GDP Growth Rate by Volume

**Healthy Financial Standing**  
General Government Debt and Debt as a % of GDP

**Credit Ratings**

Moody's <b>A2</b> stable November 24	Fitch <b>A+</b> stable September 24
S&P <b>A-</b> stable December 24	DBRS <b>A high</b> stable October 24

**A Diversified Economy**

MaltaInvest.mt

**Finding Talent**

Home > Setting Up Your Business > Finding Talent

As a knowledge-based economy, human resources lie at the heart of Malta's success. Continual investment in education has shaped a highly skilled local workforce recognised for its tenacity, dedication and ability to think outside the box. Foreign companies with operations on the islands speak well of Maltese workers, with the main issue lying instead in availability, thanks to an unemployment rate hovering below 3 per cent. To overcome this

## Let's Talk

We'd love to show you how we can elevate your brand on **MaltaInvest.mt** and Malta Invest.

A MEDIA BRAND BY

**Content House**