



Feature in FinanceMalta's 'Guide to Doing Business in Malta' China Edition

A Rare and Limited Opportunity to Be the First Phone Call Chinese Investors Make When Looking for a Service Provider in Malta

FinanceMalta's *Guide to Doing Business in Malta* will provide Chinese investors with high quality, credible information on Malta's business and investment opportunities and position Malta as an ideal strategic location for reaching into Europe.

Event – World Expo 2010 in Shanghai

Malta will be participating at the World Expo 2010 in Shanghai (May 1 to Oct 31) to showcase its position as Europe's fastest growing international business centre and a gateway into Europe. With 70 million visitors, there will be a large number of Chinese government and business leaders attending and looking for investment opportunities abroad.

FinanceMalta, in association with CountryProfiler, will be producing a high impact '*Guide to Doing Business in Malta*' that will be distributed to Chinese investors.

Audience - Chinese government and business investors

China has already signed agreements establishing commercial ties with Malta, and Chinese companies are ready to invest. The guide will promote Malta's business and investment opportunities, particularly in key financial sectors, and as a strategic location for expanding into Europe, with a cost of doing business 30% lower than the mainland.

Distribution channels – Trade shows, embassies and delegations

The guide will also be used in FinanceMalta's continuing campaign to attract Chinese investment, and will be distributed at Chinese trade shows, in consulates and embassies in China and to Chinese delegations visiting Malta.

Advertising opportunity – Feature as an endorsed 'key contact'

A 'key contacts' business card style directory of Malta's reputable business partners and service providers will provide Chinese investors with the details of the people they need to contact to help carry through their objectives.


You have the opportunity to be featured in this section and promoted as the organisation Chinese businesses should contact to assist their expansion into Malta and mainland Europe.

Why Advertise

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- Reach investors in a huge but very difficult to penetrate market
 - Eliminate the complexity of finding and pitching to Chinese investors
 - You don't need to find key decision makers. It pulls them to you by placing your details directly into their hands
 - Position yourself as a market leader with government endorsement and enhance your corporate image amongst Chinese business leaders
 - Be ahead of your competitors in the queue to form highly profitable long-term partnerships with Chinese companies
 - Excellent ROI – reach a highly targeted audience in a high impact medium

Advertising Option – Be featured as a market leader

A 'Business Card Listing' in the 'key contacts' section includes your company logo, CEO photo and company contact details (contact person, address, telephone number, fax number, email and website) and will be arranged by sector (Accounting & Auditing, Banking Services, Legal Services etc).

The cost for a 'Business Card Listing' is **€1000** and the final booking deadline is **XXXXXX**. Space is limited and applications to be featured will be granted on a first come basis.

Take advantage of this rare opportunity

With the World Expo taking place 1st May, there is only limited time to fill the remaining slots in FinanceMalta's *Guide to Doing Business in Malta*' key contacts section.

This is a rare opportunity to reach a high concentration of Chinese business leaders over a six month period. Don't delay your phone call and risk missing out on this rare opportunity to have your contact details placed directly into the hands of Chinese investors.

Contact Person

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