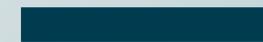
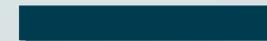


GLOBAL GROWTH 2021

Essential steps
to growing
your business
internationally



Strategic Partner



We can help you reach new heights

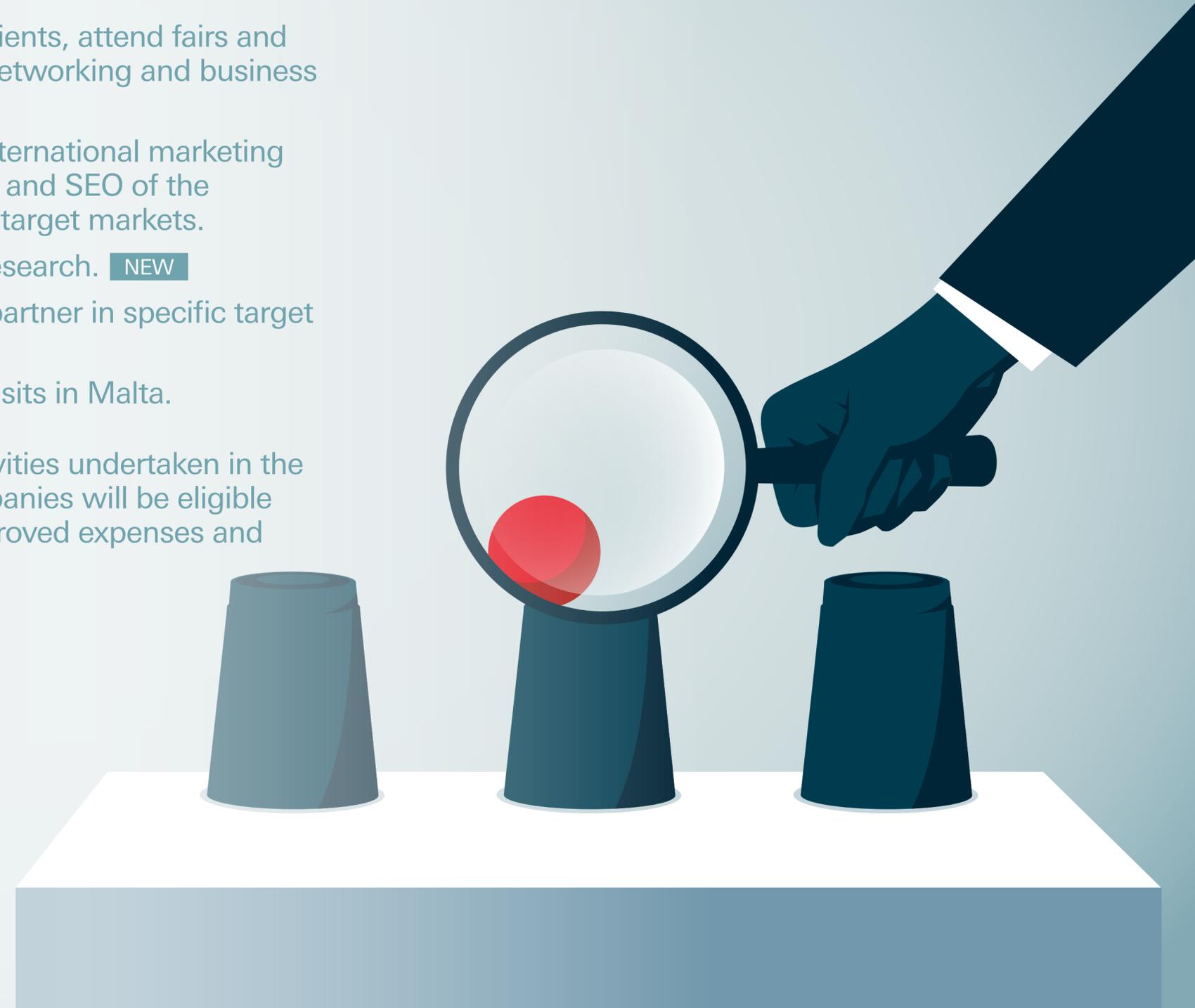
TradeMalta supports Malta-based companies in their internationalisation efforts. To this end, we are re-launching an enhanced version of our popular Global Growth programme for more experienced exporters and exporters with clear offerings and plans.

We can help you make the right choices

Under this programme, selected companies can get support to:

- Travel abroad to visit potential clients, attend fairs and conferences and participate in networking and business development meetings.
- Design, develop and translate international marketing material, including development and SEO of the company's web-site for specific target markets.
- Carry out international market research. **NEW**
- Engage business development partner in specific target markets. **NEW**
- Host potential clients for short visits in Malta.

This competitive call concerns activities undertaken in the calendar year 2021. Selected companies will be eligible for co-funding of up to 50% of approved expenses and subject to a capping of €10,000.



Who can we help?

The eligibility criteria to participate are listed in the guidelines found on TradeMalta's website.

The programme is primarily targeted towards companies with experience in internationalisation and selected entries will be ranked after a competitive adjudication. The detailed adjudication criteria can be downloaded from TradeMalta's website, but they focus primarily on:

- Whether the submitted plan is realistic and feasible.
- The chances of success in view of the company's international experience.
- The degree to which international success for the company would translate into value-added activity and job-creation in Malta.
- The company's preparedness to internationalise.



Your final step. Participate.

The application form can be accessed from TradeMalta's website, where you can also find more details about eligible expenses and the weighted adjudication criteria and how to participate. Companies approved for participation will be able to claim co-funding of eligible expenses for the calendar year of 2021.

<https://www.trademalta.org/export-assistance/global-growth-assistance>

Deadline for entries: 30th April 2021.

This programme for exporters is being supported by TradeMalta's strategic partner HSBC Bank Malta p.l.c. The bank has a number of offerings such as Malta Trade for Growth which was specifically designed to assist Maltese businesses to expand internationally.



Malta Trade for Growth

Malta Trade for Growth initiative is supporting Maltese businesses to grow and thrive internationally. Through this initiative, businesses may benefit from discounts on pricing if they switch from a traditional overdraft to a structured trade finance solution such as Export Loans or Receivables Finance.

Furthermore, HSBC's international connectivity has been instrumental in helping hundreds of Maltese businesses to take their business across borders and expand internationally. With this global connectivity and invaluable market insight, HSBC is best placed to help businesses access opportunities across the globe and bolster their international trade particularly with emerging markets.

For further information visit www.business.hsbc.com.mt

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