

# Maltese French Chamber of Commerce Newsletter MAY 2013



Promotional space in support of MFCC - Please read article about  
**THE NEW RENAULT CLIO**



## Message from the President

Dear Members,

Welcome to the second newsletter of the year.

Despite its constraints of limited time and money, the committee nonetheless constantly seeks to actuate its mission of delivering value to its members and of promoting increased commercial activity between Malta and France.

Through the international contacts that the chamber is developing, new possibilities are opening up for our members to showcase their commercial activities and ambitions to a wider international audience.

The newly signed agreement with ADEFI as you can read in this newsletter is a case in point. The details and commercial activities of the Chamber's members will now be made available online to over thirty thousand business entities in France interested in international business. Similarly, Maltese companies wishing to identify potential partners or service providers in France can profit from this association.

I would also like to mention that the Chamber enjoys a very healthy and cooperative rapport with the French Embassy in Malta and the French Foreign Trade. Members needing guidance in locating business contacts in France are invited to contact us.

In conclusion, I take this opportunity to thank my fellow chamber members for their dedication and to wish you our members, success in your commercial activities and a well deserved rest over the fast approaching Summer season.

Regards,

Dr. Mark A. Miggiani  
President



### **MFCC becomes a Business Partner to ADEFI Club France**

The Council is pleased to inform its members of its association with Club ADEFI France - the first B2B professional platform for French companies which supports companies in their international development projects (setting up, import / export, prospecting visits, etc.).

The objective of this club is to encourage French Companies to grow internationally. Therefore the website they have created is a business directory, listing several contacts in different countries worldwide who would be willing to collaborate with these companies interested in foreign expansion.

The MFCC has been recognized as official member of Club ADEFI and all members should be invited shortly to express their interest in being listed on this business directory.



### **Support agreement between MFCC and BOV**

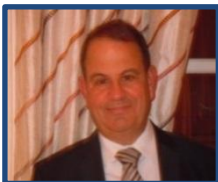
The Council is pleased to confirm that very constructive meetings have been held with BOV representatives, namely Mr Noel Scerri, Executive Head, and Ms Christine Albani, Senior Relationship Officer whereby BOV representatives expressed their wish to proceed with the signing of the fresh support agreement.

It is envisaged that the matter will be concluded by end May 2013 with a direct continuation of the previous agreement. The President and Council member take the opportunity to thank Messrs Scerri and Albani for their valued contribution towards the signing of the support agreement.

## MFCC COUNCIL MEMBERS



### *“Meet the Team”*



**Dr. Mark A. Miggiani – President**  
Lawyer / Managing Partner  
M & R K Advocates  
MFCC: President 2012

Dr. Miggiani set up the law offices of M&RK Advocates Malta in 2012 after returning to Malta from Paris where he served as Ambassador of Malta to France from 2019-2012.

M&RK Advocates deals chiefly with international clients in areas such as cross-border corporate and fiscal issues, company registration, taxation and management, immigration and residency matters, company start-ups, corporate management, shipping and aviation.



**Mr Joseph Bugeja – Vice President**  
General Manager  
Malta Motorways of the Sea Limited – Grimaldi Group  
MFCC: Vice President and ex President 2009 - 2011

Malta Motorways of the Sea Limited was incorporated on the 25th November 2005, a Limited Liability Company under the Malta Merchant Shipping Act. MMOS is a Grimaldi Group fully owned Company, with its Registered office of the Company is located at 21/22, St. Barbara Bastion, Valletta, Malta. The Authorized and Issued Capital of the Company is Fifty Million Euros.

MMOS is a ship owning and operating Company providing guaranteed maritime links between Malta and mainland Europe for the Maltese Economy and Local Industry.

[www.mmos.com.mt](http://www.mmos.com.mt)



**Ms Bernadette Bonnici Kind – Public Relations**

Sales & Marketing Director  
Auto Sales Ltd

MFCC: Treasurer /President/ PR Officer over 20 year period

Auto Sales Ltd is a family owned Company which has been in existence for over 80 years. The Company is Importer for Renault, Dacia, Mercedes-Benz and Smart vehicles, and for Michelin /Kleber/Riken/ BF Goodrich tyres in the Maltese Islands. In addition to supplying original spare parts, the Company also provides full maintenance and service facilities per strict Manufacturers' criteria, including Body Repair for all Brands of vehicles.

[www.autosales.com.mt](http://www.autosales.com.mt)



**Mr John Rausi – Treasurer**

Director – Rausi Company Limited  
MFCC: Treasurer

Rausi.Co.Ltd is one of Malta's leading Importers, Retailers and Suppliers of various products. For more than 4 generations the Rausi name has been synonymous with quality and diversity. "People will remember quality" is the family business philosophy handed down from father to son since its establishment in 1885.

Our company also operates one of the largest retail outlets, offering various household products, garden furniture, as well as items for baby and kids. The company is also actively involved in the contracts and tenders for government departments, hospitals, schools and hospitality entities.

[www.rausi.com.mt](http://www.rausi.com.mt)



**Ms. Ann Petroni – Council Member**

Director  
Phoenix Group Ltd  
MFCC: Honorary Secretary / Council over 6 year period

The origins of the company are a family business that was incorporated in 1981. A branch dealing in firearms and ammunition was established in 1996 under the name Lock, Stock & Barrel (LSB). Since then LSB gained the widest possible experience in firearms and related services that includes imports & exports, consultancy, logistics, technical knowhow and training. LSB is active in several branches of the industry such as civil and defence supplies, the maritime security sector and film armoury services



**Dr. Kevin Deguara – Honorary Secretary**

Kevin is a qualified lawyer and Managing Partner of DF Advocates.

Kevin advised a number of local and international companies involved in different economic sectors. Amongst other he has advised financial institutions, iGaming companies, real estate companies, manufacturing companies as well as sport organizations and clubs on various matters from complicated corporate structures involving various jurisdictions and joint ventures to sponsorships and contract negotiation. Kevin has also advised high net worth individuals including international sport personalities. He advised clients on a number of issues from private asset management to image exploitation.

Kevin started his professional career as a tax consultant with one of the big four firms. He later was a founding partner of DF Advocates and today he occupies the role of Managing Partner with DF Advocates. He is also executive Director of DF Marine Consultancy Ltd and DF Corporate Services Ltd and Quantum Services Limited. Kevin also occupies the post of director with a number of companies involved in international businesses. He also acts as chairman to Malta Football Arbitration Tribunal and the Malta Youth Football Protest Board. Kevin is a member of the Chamber of Advocates Malta, as well as member of the Eurojuris International Tax Group (Eurojuris International).

[www.dfadvocates.com](http://www.dfadvocates.com)

[www.dfcorporate.com](http://www.dfcorporate.com)

[www.dfmarineconsultancy.com](http://www.dfmarineconsultancy.com)



**Mr. Richard Cleland – Council Member**

Director

Cleland & Souchet Ltd

MFCC: Council member since 2009

Cleland & Souchet Ltd is a highly reputed local company that operates a market leading luxury lifestyle retail business from its location in Portomaso and a separate wine importation and distribution business from its head office in San Gwann.

The company is the exclusive retailer and distributor for all the brands within its vast portfolio, including France's leading brands of tableware and home decoration (including Baccarat, Christofle, Bernardaud) and some of its most recognised wine producers (Pommery, Castel Freres, Mellot, Lamblin & Fils, Gustav Lorentz, and many more).

[www.clelandsouchet.com](http://www.clelandsouchet.com)



**Mr. Mario Genovese –Council Member**

Director  
GTI Group Co Ltd

GTI Group Co Ltd, Mario's initial business could not have initiated its business paths in a tougher period. Way back in 1985 Mario started a travel outlet and a fashion business in the heart of St Julians and as government restrictions were put in place for importations from the UK followed by Italy and then France it mainly made running an up market fashion business next to impossible. Notwithstanding all this GTI Group grew to become a major player in the multi brand designer field importing labels such as YSL, Gianfranco Ferre, Armani, Nina Ricci and also many medium studio designer labels. GTI Group represents more than 27 brands to date.

Mario was also appointed on various International Fashion boards such as the EMRF and voted chairman for the AIPPD for three years running for the far east region hence his vast knowledge in the fashion industry. He has also been involved in various other businesses from catering to property investments and in recent years went on to develop a media branding business for foreign fashion brands creating all the necessary tools and strategies for the foreign aggressive markets.



**Mr. David Fleri Soler – Council Member**

Head of Sales & Business Development  
Express Trailers Limited – Express Group  
Past President / Vice President / Secretary

It can be safely asserted that [Express Group](#) was a product of its time, when after World War II, Malta was experiencing an industrial and manufacturing revival. This spurred the founders of the company, the Vella family, to venture into the transport and logistics sector, to service the booming commercial activity. Express Group eventually grew to become the Maltese leader in the provision of total logistic solutions, servicing Maltese and foreign companies in their day to day transportation requirements.

Offering premium quality road services with reliable networks across Europe and North Africa one can transport a diverse range of freight. The highest standards are ensured at all stages, guaranteeing clients a truly professional approach to storage and final delivery to and from any point in Europe in a reliable and safe environment. Using telematics, all trailers are controlled in Malta by Express Group's operational staff which provides live temperature-reading facilities, available to the client whilst the cargo is in transit to the final destination.

Express Group has since positioned itself to start offering even more value to its clients through Third Party Logistics, a service which can be scaled and customized down to a customer's particular needs.

Whatever your logistics need, we are there to provide you the necessary link in your supply chain.

[www.expressgroup.com.mt](http://www.expressgroup.com.mt)



**Mr. Gilles Gutierrez – Council Member**

CEO  
ICP Concepts Ltd

Born in 1949 in Abidjan (Ivory Coast), married with three children. Doctoral thesis in Pharmacy at the University of Lyon, France.

In 1982, Gilles Gutierrez founded the TEXINFINE Laboratory in France, specializing in the development of pharmaceutical forms. He is also the creator of the Institute for Cellular Pharmacology in Malta (1998), a research centre for new pharmacology substances to be used in human and animal health domains.

In 2004, he discovered a new molecule, Maltanediol, a chemical substance extracted from brown algae, Padine, to be found in abundance in the Mediterranean sea. Thanks to the personal intervention of the President of the Republic of Malta, Mr. Guido De Marco, the skeleton of this molecule was named Maltanediol to refer to Malta. Professor Marc Brincat, Dean of the Malta Medical School, was in charge of its clinical development and emphasized the importance of this substance in the treatment of bone age degeneration. Scientists from Malta and Tunisia, associated with this discovery, are continuing their work to promote this molecule that has its origin in “Mare Nostrum”.

A number of patents, publications and communications are landmarks along Gilles Gutierrez's career path. His principle focus in biological research is the evolution of degeneration due to ageing.

[www.icpconcepts.com](http://www.icpconcepts.com)



**Ms Odette Vella – Chargée de Mission**

Director  
Mobilité Internationale Malta Ltd

Odette joined the MFCC 5 years ago, after she finished her Master Degree from the French Business School ESSEC in Strategy and International Business. As Chargée de Mission of the MFCC she manages the day to day running of the Chamber which includes follow up of members, answering any requests received from local or French businesses, attending different meetings with Council members, ensuring all administrative work is taken care of for the Chamber, taking meeting minutes, etc.

For the last 4 years she has also been supporting French colleges and Universities in their mobility projects to Malta. This is a way in which to promote Malta's business potential to these future ambassadors of our island. Odette has just recently set up her company – Mobilité Internationale Malta Ltd, which will enable her to continue promoting Malta to different French entities and collaborate with them in order to ensure successful projects be they linguistic, educational or of a cultural nature.

## MFCC assists French students during their visit to Malta

As part of their training program abroad, a total of 17 French Students, accompanied by their Lecturer Mme Isabelle STAUB from the University of Cergy Pontoise, Spécialité Technico-Commercial en Commerce International - TCCI Group, visited Malta during April to further their commercial knowledge. During their visit, the MFCC Chargée de Mission - Ms Odette Vella, carried out extensive support in training needs, including a visit onboard the Grimaldi Group/MMOS vessel the m.v. Eurocargo Malta. The French students were also given relevant presentations throughout their visit by other entities in the maritime sector.



## The role of the French Foreign Trade Advisors

*article by Mr Edouard de Lamarzelle*

Since 2008, Malta has its French Foreign Trade Advisors, who are Mr. Edouard de Lamarzelle and Mr. Gilles Gutierrez. Both are also members of the MFCC (Maltese French Chamber of Commerce).

What is the role of a Foreign Trade Advisor?

Chosen for their competences and their international experience, the "France Foreign trade advisors" (CCEF / Conseillers du Commerce Extérieur Français) are named for three years by decree of the French Prime Minister on a proposal from the Minister of Foreign trade. For 114 years, their selected members have been providing their expertise and sharing their experience on a voluntary basis in favor of French economic activities all over the world in the following ways:

- by advising the public authorities;
- by sharing their expertise to companies, in particular SME's, which they help promote in their international development;
- by encountering the younger generation and raising awareness on the importance of international trade in their careers (...), via the promotion of the "V.I.E" Volunteers of International Enterprises (Volontaires Internationaux en Entreprise).



The main mission of a Foreign Trade Advisor is to observe foreign trade issues. From their observations of the international markets and utilizing their expertise in their field, they convey their findings, opinions and recommendations to the public authorities which help them in the decisions making process. Through a partnership with the state institutions directly involved on French foreign trade topics (Embassy of France, Ubifrance, Chambers of commerce, Medef International, Coface, Oséo, AFII, etc...), the CCEF organizes in France and all over the world, conferences, seminars and regional symposiums. These meetings allow the CCEF and the economic decision makers (both French and international) to analyse and share their findings on the issues and opportunities of world trade and/or on specific markets.

The presence of the CCEF is relevant in more than 146 countries worldwide. Commissions exist to address specificities relating to a geographical zone, but also relating to a sectorial activity or even a specific topic requiring expertise. This grid and mixing of expert testimony allow the French or Maltese companies wishing to develop their business, the ability to benefit and profit from a network of expert quality testimony.

More information is available on the CCEF website : [www.cnccef.org](http://www.cnccef.org)

Contact details of the France Foreign Trade Advisors in Malta are :

**Edouard de Lamarzelle** : [edouard.delamarzelle@mpsa.com](mailto:edouard.delamarzelle@mpsa.com) Tel : +356 99 55 00 50

**Gilles Gutierrez** : [gilles@icpconcepts.com](mailto:gilles@icpconcepts.com) Tel. : +356 21 43 84 58

### **Article in French**

Depuis 2008, Malte a ses Conseillers du Commerce Extérieur qui sont MM. Edouard de Lamarzelle et Gilles Gutierrez. MM de Lamarzelle et Gutierrez sont également membres de la MFCC.

### *Qu'est ce qu'un Conseiller du Commerce Extérieur?*

Choisis pour leur compétence et leur expérience à l'international, les « Conseillers du Commerce extérieur de la France » (CCEF) sont nommés pour trois ans par décret du Premier ministre sur proposition du ministre chargé du Commerce Extérieur. Depuis 114 ans, ils mettent bénévolement leur expérience au service de la présence économique française dans le monde :

- en conseillant les pouvoirs publics ;
- en transmettant leur expertise aux entreprises, notamment les PME, qu'ils parrainent dans leur développement à l'international ;
- en allant à la rencontre des jeunes qu'ils sensibilisent aux métiers de l'international et en assurant la promotion du programme des Volontaires Internationaux en Entreprise

La principale mission d'un Conseiller du Commerce Extérieur est de mener une action de veille sur les questions du commerce extérieur. Au cœur des marchés internationaux et experts dans leur domaine, ils transmettent leurs informations, avis et recommandations aux pouvoirs publics dont ils éclairent les décisions. En partenariat avec les principaux acteurs institutionnels du commerce extérieur français (Ambassade de France, Ubifrance, Chambres de commerce, Medef International, Coface, Oséo, AFII, etc...), les CCEF organisent, en France et dans le monde, des colloques, séminaires et symposiums régionaux. Ces rencontres permettent aux CCEF et aux décideurs économiques (français et internationaux) de confronter et transmettre leurs

expériences ou analyses sur les problématiques des échanges mondiaux ou des marchés spécifiques.

La présence des CCEF est assurée dans plus de 146 pays dans le monde. Des commissions existent par zone géographique, mais également par activité sectorielle ou spécialité. Ce maillage et brassage d'expertise permet aux sociétés françaises ou maltaises désireuses de développer un courant d'activité commerciale, de pouvoir bénéficier, le cas échéant, d'un réseau d'expertise de qualité.

Plus d'informations sont disponibles sur le site de CNCCEF : [www.cnccef.org](http://www.cnccef.org)

Contacts des CCEF a Malte :

- Edouard de Lamarzelle: [edouard.delamarzelle@mpsa.com](mailto:edouard.delamarzelle@mpsa.com) Tél : + 356 99 55 00 50
- Gilles Gutierrez : [gilles@icpconcepts.com](mailto:gilles@icpconcepts.com) Tél : + 356 99 43 32 79

## Promotional space in support of MFCC



### THE NEW RENAULT CLIO

Auto Sales Limited, popularly known as Kind's, has launched the New Renault Clio on the market.

The Clio is the first model of the Renault range to sport the New Brand Identity of this well-known French Brand. The exterior of the Clio is dynamic, attractive and stylish with fluid lines that flow from the front around the body of this car. The interior is spacious and comfortable with top of the range upholstery and finishes throughout.

Reliable engines that boast low CO<sup>2</sup> emissions: the 1.2 16 v, the new 0.9 petrol engine, and the 1.5dci engine are available on the Clio, also with automatic transmission. The list of standard equipment is extremely generous and includes: Air conditioner, Power steering, 4 Airbags, GPS/ Bluetooth Connectivity/ AUX/ USB, Electric windows [front], Leather steering wheel, 16" Alloy wheels, ABS, ASR amongst others. Price begins at €12700 for the AU 1.2.

For any further information and to book a test drive of the New Sensational Clio please call us on 23311126.

*Thank you for your continued support.*