

TRADEMALTA



# BUSINESS MISSION

to Saudi Arabia

4-7 May 2025

DELEGATES' PROFILES





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# DELEGATES' PROFILES



Company name	<b>AP Valletta Ltd.</b>
Contact details:	Erica Giusta
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Web-site	www.apvalletta.eu
Name of participant and designation	Erica Giusta - Associate Partner David Felice - Managing Partner
General description of company's activities	Award-winning architecture firm consisting of a multinational and multi-disciplinary team of architects and other professionals, specialising on high-end residential, cultural and heritage conservation projects. Founded in 1991, AP has a diverse portfolio which includes urban landscapes as well.
International experience – Define company's experience / activities in international markets?	Over the past 30 years, AP gained considerable experience in working overseas, having had offices in Croatia and London and having participated in several international competitions, including a successful proposal for an extension to a heritage building in Paris, currently ongoing. Most recently, and thanks to Trade Malta's support, AP has also developed a strong network in Ghana, where two heritage-related projects are being discussed, and in Saudi Arabia, where the team is working on a residential project.
Indicate the type of international partners being sought and the type of collaboration proposed.	AP is seeking partners for architectural and heritage regeneration (or heritage-related) projects, with a focus on residential and/or commercial and cultural uses. We envisage a collaboration with a local partner complementing our team, such as an interior design firm. Introductions to developers working on small to medium scale projects in the region will also be targeted.



Company name	<b>Central Mediterranean Business School (CMBS)</b>
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Web-site	<a href="https://cmbs.edu.mt/">https://cmbs.edu.mt/</a>
Name of participant and designation	Morgan Parnis - CEO
General description of company's activities	CMBS is a dynamic higher education provider committed to innovation, quality, and real-world learning. We offer diplomas to postgraduate degrees across diverse fields, partnering with industry leaders. With learning partners in the UAE and global agents, we attract international students seeking excellence.
International experience – Define company's experience / activities in international markets?	CMBS has a strong international presence, welcoming students from diverse backgrounds through global agents and strategic partnerships. We collaborate with institutions in the UAE and beyond to deliver high-quality education tailored to global business needs. Our programmes attract international professionals seeking career advancement, and our agile approach ensures relevance in a rapidly evolving world. With a commitment to real-world learning and a thriving alumni network, we equip students with the skills to excel in international markets.
Indicate the type of international partners being sought and the type of collaboration proposed.	CMBS seeks international education partners to establish a physical presence abroad. We aim to collaborate with universities, business schools, and training institutes to deliver our accredited programmes. Through joint course delivery, franchising, and academic partnerships, we expand access to high-quality business education tailored to local and global industry needs.



**Company name** Institute of Computer Education Ltd (Malta)  
ICE Arabia for Training (Saudi)

**Contact details:**  
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Telephone +356 7970 3200  
Web-site <https://icecampus.com>

**Name of participant and designation** John Paul Casaletto – Director  
Matthew Sammut – Director

**General description of company's activities** ICE Malta is an ISO-certified higher education institute, providing a vast range of internationally recognised certifications from the world's most prestigious brands such as Adobe, Autodesk, AWS, Cisco, Digital Marketing Institute, Microsoft, LPI and the UX Design Institute.

**International experience – Define company's experience / activities in international markets?** Our company does not currently have international experience. We have just opened a company in Saudi Arabia, recruited our first Saudi national, and plan to kick off our first marketing campaign in March/April 2025.

**Indicate the type of international partners being sought and the type of collaboration proposed.** Local sales/lead generators. HR training partners to help us get into companies to train their staff. Market research firms to help us penetrate the market. Funding experts to help us secure funding for all potential students, and even our own company should there be other opportunities for funding provided by either Saudi or Malta.





Company name **International Safety Training College**

Contact details:

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 Telephone +356 2165 8281/2  
 Web-site <https://www.istcollege.com.mt/>

Name of participant and designation  
 Kevin Keeler – Managing Director  
 Elizabeth Barbaro Sant - Director

General description of company's activities  
 The International Safety Training College (ISTC) provides internationally accredited training in fire-fighting, emergency response, marine survival, and health & safety. With state-of-the-art facilities and expert instructors, ISTC ensures high-quality training and consultancy tailored to aviation, oil and gas, maritime, and fire service sectors.

International experience – Define company's experience / activities in international markets?  
 ISTC has a strong track record in delivering internationally accredited training across the Middle East and Africa. In 2024, we provided a 12-week Firemen Recruit course to KOC in Kuwait, trained the Kuwait Fire Force, and delivered services in Qatar, Oman, Bahrain, Syria, Libya, and Algeria. Our focus is expanding in these regions, including Saudi Arabia, through strategic alliances and direct client engagements. We also manage overseas fire training centres and expand consultancy services globally.

Indicate the type of international partners being sought and the type of collaboration proposed.  
 ISTC seeks strategic alliances with international training providers, industry agents, and corporate clients in the Middle East and Africa, including Saudi Arabia. We aim to collaborate on delivering accredited training, managing fire training centres, providing consultancy services, and deploying expert instructors abroad to support industrial fire services and safety training programs.



Company name	<b>L-Universita` ta' Malta</b>
Contact details:	
E-mail	info@um.edu.mt matthew.zammit@um.edu.mt
Telephone	+356 2340 2340
Web-site	www.edu.mt
Name of participant and designation	Pierre Cassar – Director Marketing, Communications & Alumni Matthew Zammit - Student Recruitment Specialist
General description of company's activities	<p>The University of Malta is the country's leading tertiary institution with more than 11,000 students including over 1,200 international students. The University has 14 Faculties, 13 Centres, 18 Institutes and 3 Schools plus the Junior College.</p> <p>With its main campus in Msida, UM has smaller campuses in Gozo, Valletta and Marsaxlokk.</p> <p>UM offers a vast array of undergraduate, postgraduate and doctoral programmes. Every year over 3,400 students graduate from the University of Malta.</p>
International experience – Define company's experience / activities in international markets?	<p>UM through its Marketing, Communications and Alumni Office is tasked with recruiting international students. Over the past five years, UM has consolidated its presence in China, India and Japan amongst others and is now looking to tap the North African market.</p> <p>UM has joined and benefitted from similar Trade Missions in the past including India and Ghana.</p>
Indicate the type of international partners being sought and the type of collaboration proposed.	UM is seeking to consolidate its presence in the Middle East by appointing a number of study agents who will represent the institution in recruiting Saudi students to study at the University of Malta.



Company name **Liyfe Limited**

Contact details:

E-mail philip.pace@liyfe.eu  
 Telephone +356 9947 7989  
 Web-site www.liyfe.eu

Name of participant and designation Philip Pace - Managing Director

General description of company's activities Liyfe, a young and dynamic company based in Malta (EU) with operations extending to the Middle East and North-African territories. We seek to provide patient-focused, market need solutions and scientifically proven healthcare products. Since its inception, Liyfe has been dedicated to delivering top-quality healthcare solutions through strategic partnerships and efficient distribution channels. Their mission is clear: to ensure patients receive the care they need, precisely when they need it.  
 Our current Product Catalogue : <https://tinyurl.com/LiyfeArabHealth2025>

International experience - Define company's experience / activities in international markets? Liyfe offers a comprehensive product portfolio including vitamin and nutraceutical blends, food supplements for special medical purposes, probiotic complexes and medical devices, each tailored to specific health concerns and care areas. This includes Mother and Child Care, Oncology Care, Diabetic and Cardiac Care, Intestinal Health, First-Aid, Neurological Care, and General Well Being. Strong marketing partner with vast distribution network , registrations, promotion in Malta and MEA regions

Indicate the type of international partners being sought and the type of collaboration proposed. \*Finding Partners for commercialization for our products in the Territory  
 \*Co-developments or marketing and distribution opportunities of Prescription Drugs/ Orphans and OTC/Nutraceuticals with unique selling propositions or market niches and specialty products, added value medicines, complex generics, biosimilars, oncology FDFs  
 \*Innovative products for commercialization under our Liyfe brand in different territories



Company name **Mediterranean Crafts Co. Ltd.**

Contact details:

E-mail [info@mediterraneanceramics.com](mailto:info@mediterraneanceramics.com)  
Telephone +356 9920 1055  
Web-site [www.mediterraneanceramics.com](http://www.mediterraneanceramics.com)

Name of participant and designation David Grima - Managing Director

General description of company's activities Manufacturing various ceramics products and Lava stone products, including hand painted table tops, counters and facades.

International experience - Define company's experience / activities in international markets? We have exported our products worldwide and have regular shipments to the USA, UK and Europe.  
We participated in a large project in Dubai, Palm Jumeirah, where we supplied wall murals for a hotel and 22 villas.

Indicate the type of international partners being sought and the type of collaboration proposed. We are looking for designers, hoteliers, purchasing managers and garden centers.



Company name	<b>Silvercraft Products Ltd.</b>
Contact details:	
E-mail	etienne@silvercraftltd.com
Telephone	+356 7961 7337
Web-site	www.silvercraftltd.com
Name of participant and designation	Etienne Scerri - Executive Director
General description of company's activities	Silvercraft Products Ltd. is a leading fiberglass composite manufacturer in Malta, specializing in durable and innovative solutions for various industries, including marine, construction, and manufacturing, with a focus on high-quality products and sustainable practices.
International experience – Define company's experience / activities in international markets?	Silvercraft Products Ltd. has successfully completed numerous international projects, including manufacturing of domestic wastewater treatment plants in Ireland, exporting RO cartridge filters in Europe and the US. Silvercraft also had the opportunity to built and commissioned 3 filament winding plants for renowned companies in Saudi and Kuwait. Our global experience extends to exporting reservoirs to North Africa and components to Libya, showcasing our ability to deliver high-quality solutions across diverse markets.
Indicate the type of international partners being sought and the type of collaboration proposed.	Silvercraft is seeking potential investors from established companies in the composite manufacturing or electrification sectors, particularly in electricity transmission. We are excited to introduce our latest disruptive technology for manufacturing ultra-long single-taper utility poles, poised to compete in this expansive market. This innovative approach promises unmatched performance and efficiency, offering substantial opportunities for growth in both the composite and electrification industries.

## Stephanie Borg

Company name	<b>Stephanie Borg®</b>
Contact details:	
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Web-site	www.stephanieborg.com
Name of participant and designation	Stephanie Vella - Brand Owner, Artist & Designer Andre Parnis - Finance Executive
General description of company's activities	Founded in 2008, Stephanie Borg® pioneered the revival of Maltese heritage through contemporary design. With over 450 high-quality products, the brand transforms traditional motifs into elegant homeware, décor, and corporate gifts, celebrating craftsmanship, culture, and timeless design.
International experience – Define company's experience / activities in international markets?	Stephanie Borg® has established a strong international presence, supplying corporate gifts to both local and global DMCs. The brand has collaborated with renowned international organizations, creating exclusive designs that celebrate Maltese culture. Its digital platform connects with clients worldwide. In 2021, Stephanie Borg® was one of the select Maltese brands invited to showcase at Expo Dubai. Various trade missions have presented Stephanie Borg® creations, further expanding the brand's reach internationally. Stephanie lived and worked in Oman for 6 years.
Indicate the type of international partners being sought and the type of collaboration proposed.	We are seeking retail partners and distributors in Saudi Arabia specializing in luxury goods, accessories, and home décor to expand our brand's presence. Additionally, we aim to collaborate with businesses for bespoke corporate gifting solutions, offering customized merchandise and limited-edition items. We also welcome partnerships for exclusive, co-branded collections blending Maltese and Saudi cultural influences.



Company name	<b>WES TRADE LTD</b>
Contact details:	
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Telephone	+39 3331 1652 92
Web-site	www.westrade.mt
Name of participant and designation	Alessio Bucaioni - CEO Daniele Rosa – Business Development Manager
General description of company's activities	WEST is a technological company strong in ICT systems where Artificial Intelligence and Machine Learning is applied in several fields. Our key product is IRRIGOPTIMAL® on digital agriculture to tackle water scarcity.
International experience – Define company's experience / activities in international markets?	Company very active in international market with integrated solutions in ICT applied to digital agriculture (Turkey, Italy, Barbados Islands, FAO in Tajikistan and Georgia, Greece, Ghana, Tunisia, Spain, US, Colombia, Grenada Islands) and integrated solutions for security (Libya Tripoli International Airport) and Mali (Kankou Moussa Refinery). Current ICT services provided to Airbus in Germany (Eurofighter Consortium).
Indicate the type of international partners being sought and the type of collaboration proposed.	We are interested in promoting our IRRIGOPTIMAL® solution, an AI and ML solution to tackle for water scarcity during irrigation phases reducing the amount of water to be used in the next days and predicting actions to reduce possible pests and diseases in agriculture. We are searching local companies interested in supporting the sales in the country and in managing the IRRIGOPTIMAL service support locally.

# TRADEMALTA

Company name **TRADE MALTA LTD**

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Telephone +356 22472400

Web-site [www.trademalta.org](http://www.trademalta.org)

Name of participant and designation  
Mr Anton Buttigieg – CEO  
Mr Richard Scerri – Head  
Ms Carmen Walls – Senior Manager

General description of the organisation's activities  
TradeMalta Limited is a Public Private Partnership between the Government of Malta and the Malta Chamber of Commerce, Enterprise and Industry. The Company is an organisation dedicated to supporting Malta-based companies in reaching foreign markets with their products and services so that they can grow internationally.

The experienced team of executives at TradeMalta focus their efforts on assisting companies through a portfolio of services including, amongst others, organising incoming and outgoing trade missions and information seminars, participation at international fairs and exhibitions, country intelligence, matchmaking and networking opportunities.





TRADEMALTA 