Network of opportunities

SmartCity
Malta
introduction
The building blocks to create an ICT hub in Malta

- Malta
- SmartCity’s network
- SmartCity Malta

ICT hub
4 unique elements that propel SCM as the ICT hub of choice

- Malta’s own attributes to be an ideal ICT hub
- Experience of running the most successful knowledge-based cluster ever built
- SmartCity’s network of opportunities spanning across the globe
- An environment for companies to focus on their core activities
Malta’s own attributes to be an ideal ICT hub
Malta’s own strengths to be an ideal ICT hub for the European and North African market

- The Government of Malta is fully committed to develop Malta as a leading knowledge-based economy
- Malta has the right mix in terms of location, lifestyle and language skills to support the development of a knowledge-based economy
- Malta’s positioning compared to other European knowledge-based destinations
- The market is Mobilizing resources to provide a steady flow of knowledge workers in the market cost effectively
The government’s commitment toward a leading knowledge-based economy

<table>
<thead>
<tr>
<th>National ICT Strategy</th>
<th>Incentive Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>• ICT a pillar of the economy</td>
<td>• Tax Incentives</td>
</tr>
<tr>
<td>• Best-in-class ICT infrastructure and regulatory framework</td>
<td>• Tax on Shareholder Dividends</td>
</tr>
<tr>
<td>• Investment in training and nurturing people skills</td>
<td>• Incentive Aid</td>
</tr>
<tr>
<td>• Creating an incentive framework for fostering the e-business opportunities</td>
<td>• Tax Credits on value of capital investment or</td>
</tr>
<tr>
<td></td>
<td>• Tax Credits on value of wages for 24 months</td>
</tr>
<tr>
<td></td>
<td>• Other ME Incentives</td>
</tr>
<tr>
<td></td>
<td>• Employment and Training assistance grants</td>
</tr>
</tbody>
</table>

The Incentive programmes are administered by Malta Enterprise or the Employment & Training Corporation and may be co-sponsored through EU-backed incentive programmes.
The average monthly earnings in Malta is at the top of the scale

Source: Database Central Europe 2007
The steady flow of knowledge workers in the market cost effectively

**ICT Education**
- Number of ICT student population tripled in the last 5 years
- University of Malta producing 40 to 50 B.Sc (Hons.) per year to support the higher end of the value chain
- MCAST delivering courses and certifying hundreds of students to support the lower end of the value chain
- Private Institutions investing heavily in providing knowledge workers across the entire spectrum of the value chain
- Need for alignment between the Educational establishments and private sector
- Incentives for training including myPotential Scheme increasing the number of knowledge workers with Vendor certification
- The Vertical Alliance Programme – educational and assistance-to-industry programmes
Experience of running the most successful knowledge-based cluster ever built
SmartCity and its vision

Vision

Create a global network of self-sustained business townships to foster the knowledge economy
Smart City, a joint venture of two Dubai power houses in technology and property development

The enormous success of TECOM’s industry clusters and the proposals from foreign governments led to the creation of a new entity “Smart City”
TECOM Investments – the parent company of Smart City operates 9 Industry Clusters in Dubai
SmartCity’s network of opportunities spanning across the globe
The global presence of SmartCity will provide unprecedented networking opportunities.

- Assist Silicon Valley / US firms to expand to the massive market of developing countries
- Enhance the SW development capacity of Malta with Eastern European workers
- Promote Malta to the companies of DIC as a base to EU
- Orchestrate Indian firms to expand the outsourcing business to Europe, supplementing the thin HR pool of Malta
- Attract Far East firms to Malta
SCM provides the appropriate environment for companies to focus solely on their core activities
SCM provides the appropriate environment for companies to focus on their core activities

**Smart City Product Offering**

- **Smart City Network**
  - Self-sustained business township
    - Office
    - Retail
    - Residential

**Key Facts**

- Partnership between Smart City and the government of Malta
- Located in the eastern coast of Malta on 85-acres of land
- Office Space allocation of 103,000 square mt
- An area enjoying 1km of pristine ocean front
- Operational in December 2009
Smart City Malta offers a self-sustained township for knowledge-based companies operating from Malta.
The combination of business, retail and residential elements forms the ideal habitat for the knowledge worker.
The ocean-view villas and apartments are available next to the campus.
<table>
<thead>
<tr>
<th>Professional</th>
<th>Lifestyle</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ready to operate, modern fully equipped offices</td>
<td>Retail and recreational facilities</td>
<td>Shared community facilities</td>
</tr>
<tr>
<td>High Speed broadband</td>
<td>Hotel</td>
<td>Exquisitely landscaped public spaces</td>
</tr>
<tr>
<td>State of the art ICT and urban infrastructure</td>
<td>Residential complexes</td>
<td>Amphitheatre and lagoon</td>
</tr>
<tr>
<td>Fast track set-up process</td>
<td>Gymnasium and health clubs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Meeting and leisure area</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social and cultural event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Clinic &amp; Pharmacies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Day Care Centers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>School</td>
<td></td>
</tr>
</tbody>
</table>
SCM – The next steps

- Launch event on June 14th 2008
- Completion of 1st building in end 2009
- Start the sales process for local and foreign companies