

8 Years of Growth – Video Message Transcript

8 years ago, I was given the opportunity to lead Malta's film industry.

A unique opportunity that I will cherish forever.

8 years ago, with determination, I promised you that we will implement an ambitious plan that would lead to further growth in Malta's film industry.

Our plan succeeded.

From an industry that for more than 90 years was seasonal, we transformed it into an industry that works throughout the year; creating every day, opportunities for the Maltese people.

In 100 years of film history, around 400 films and productions were produced in our country. 200 of them were produced in just these last 8 years.

This success belongs to all of us because we worked together with one objective for our country to succeed. For our Malta to be better and for the wealth we create, is enjoyed by everyone.

We strengthened our product to compete more effectively globally.

We built a strong and resilient cash rebate programme.

We enhanced Malta's reputation in the global film industry.

We were the agents of change. We revolutionised the whole system.

Our strategy has been recognised by other European countries which adapted their own incentive programmes based on our model.



We gave structure to the film industry.

We created the “Opportunity for All” programme for everyone who wants to work in film.

Because opportunities are for all of us not just for a select few.

Today, we have a solid base that allows multiple productions shooting at the same time.

We secured and obtained approval for the masterplan of the Malta Film Studios to be built.

This will lead to the creation of jobs in the film industry on a scale Malta has never seen before.

We created the Mediterranean Film Festival as our best tool to attract more productions to our country and to strengthen Malta’s brand name in film globally.

We are showing the entire world that our small islands offer big possibilities for major films to be produced in Malta.

This success was achieved because we worked for it together.

We were determined, and we never gave up.

In these 8 years, two hundred productions were filmed with a Malta budget spent of €730 million.

Among them, two films by Ridley Scott. And two films from the Jurassic World franchise.



Through the investment we did in the film industry, our country did better.

Government finances did better. The Government generated four times more than it spent.

These are the facts.

We created opportunities for many, not just for the few.

From 300 Maltese crew working for a very limited time until 8 years ago, today we have more than 1,800 Maltese crew, with the majority working all-year round in the film industry.

And when you compare these 8 years with the previous 13 years, we succeeded in creating five times more jobs for Maltese and Gozitans. We supported more than 15,000 jobs in our country.

Over these 8 years, Malta's film industry grew sixfold, compared to the period before.

Under our leadership, the film industry generated €1.5 billion for our national economy.

Everyone benefited from the film industry, from hotels and restaurants, to carpenters and farmers.

The money coming from abroad spread throughout the entire economy.

Truly, the film industry has become an economic powerhouse for our country's growth.

Yes, a lot done. But, a lot still to do.



With our Malta Film Studios project which includes the first global Land–Sea Super Stage we will consolidate our dream of creating a world-class film industry in Malta.

Through foreign investment for this ambitious project, which will prepare our country for the next 100 years, we will provide a guarantee to careers in film for Maltese and Gozitans.

With our vision, the film industry will deliver even greater economic growth for our country on a much larger scale.

We will achieve new records, beyond those already reached in these 8 years of leadership.

The future of our country's film industry is bright.

It is a future where the ambitions of our young people are fulfilled.

Careers in film.

Our children winning the future.

Greater prosperity for Maltese and Gozitans.

And this is not just inspiration or hope. But it is the reality, that together we will achieve for our country.

With our vision, with the momentum we have built in the film industry, and with further investment in our infrastructure and in the skills of our people, the road ahead is clear; – one that will lead us to greater success and greater prosperity in the years to come.

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