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# media release

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## **Erasmus+ Traineeship in Digital Skills for Maltese Restaurateurs in Rome**

The Malta Tourism Authority CEO Mr. Paul Bugeja, recently presented certificates to the first group of 12 restaurant managers, owners or key staff, who attended an international technical traineeship in Rome as part of the Erasmus+ programme. These are the first of four groups who will be benefiting from this opportunity.

The traineeship offered the successful applicants the opportunity to learn how to increase their sales through better and more effective use of their website and online tools. Attendees gained hands-on experience and work-based knowledge on how to position their web site amongst the first results of online searches, how to increase contacts and online sales, how to create effective pay-per-click campaigns, how to use social media to increase business and how to sustain a better image of their businesses. Whilst the call was open to all licensed restaurants, applicants from MTA's Quality Assured restaurants were given priority to attend this traineeship.

This opportunity was well received by all participants, particularly those from small businesses who most likely would not have had access to such training otherwise. Furthermore, the restaurateurs expressed satisfaction at the fact that the trip gave them the opportunity to network and share their experiences, despite being competitors.

During his brief address to the group, the MTA CEO Mr. Paul Bugeja expressed satisfaction at the high response rate to this initiative. He added that *"This shows that local stakeholders were aware of the importance of remaining up-to-date in order to remain competitive in a fast changing industry. The best use of digital media not only serves to promote a restaurant better, but also helps provide a better service to the customer by offering information in a quick and appealing manner."*

The second wave of 12 participants who will be leaving Malta on the 22<sup>nd</sup> January were also invited to the certificate presentation event so they could have the opportunity to network with previous participants and be better prepared by listening to their experiences.

Ms. Emanuela Marianecchi from Sweb Srl, the hosting company in Italy, commented: *"I am delighted to welcome and receive this second group of participants from Malta in Rome. The first mobility was a real success and integrated well with each other from the start. This programme is an occasion for the participants to obtain hands-on experience in a sector that will help them grow and enhance their businesses in the years to come"*

