

media release

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Malta Tourism Authority wins prestigious award for the best national tourism office in the promotion of MICE in Russia

At the 8th annual ceremony of the Russian Business Travel & MICE Awards (RBT&MA) 2017, held in Moscow, the Malta Tourism Authority office in Moscow was announced as the winner of “The best national tourism office or convention bureau in the field of MICE promotion”. The award was received by Mr. Anthony Caruana, MTA representative in Moscow and Dr. Carmel Brincat Malta’s Ambassador for the Russian Federation.

The award is recognition of the excellent work being done by the MTA and Conventions Malta in Moscow, who fought off competitors such as Spain, Italy, Israel, Germany, as well as various Russian regions.

The Russian Business Travel & MICE Award is an award for the best companies and enterprises in the sphere of business tourism and MICE. This award was established in 2010 by the Chamber of Commerce and Industry of the Russian Federation, Business Travel magazine and Conference.ru portal and is supported by the Federal Agency for Tourism of the Russian Federation and is considered as the most prestigious award in its category in Russia.

The award covers all participants of the business tourism market. In its framework, the best congress hotels in Moscow, St. Petersburg and the regions of the country, the best congress centres, organizers of conferences and incentive programs in Russia and abroad, business travel agencies, online booking systems, airlines for business-travellers, convention-bureaux.

Over 200 nominees vied for the prestigious award with the winners being chosen over two stages. The first stage took place online, over a period of three months, with 2 million Internet votes being submitted in 14 categories.

In order to determine the winners, a council of experts was formed, bringing together market experts, leading Russian and international companies - large customers of business travel services and MICE. The specialization of companies, representatives of which are members of the expert council, covers the most diverse market sectors - aviation, defence industry, pharmaceuticals, telecommunications and others.

MTA CEO, Mr. Paul Bugeja said “this prestigious award is an honour for the Maltese Islands and winning it ahead of reputable competitors is representative of the Authority’s hard work. This award also pays tribute to the effort which the local stakeholders, in particular the Destination Management Companies, have put in to promoting this market”. Mr. Bugeja concluded by thanking all those involved in Russia for their hard work, such as the Maltese Ambassador to Russia as well as the MTA office, as well as those in Malta that aid in this promotion, as without their effort, this would not have been possible.

The Minister for Tourism, Konrad Mizzi, also noted that recently, at the Travel Trade Gazette (TTG) Awards, the Malta Tourism Authority was awarded the prize for ‘Tourist Board of the Year’, while at the Conference and Hospitality Show (CHS) Awards, which is an international event held in May, Conventions Malta won the award for ‘Best UK representation of an International Venue/Destination’. These awards are possible due to the hard work of those involved, including the MTA office in Malta, as well as its overseas representatives, who are the best ambassadors for our country. The positive results being experienced in the tourism sector on a continuous basis are due in part to the work which the MTA carries out, which is in line with the Government’s strategy for tourism.

Photo Caption (left to right): Dr. Carmel Brincat, Ambassador for Malta in Russia, Mr. Anthony Caruana, Malta Tourism Authority representative in Moscow and Mr. Ivan Kalashnikov CEO of "Turbusiness" publishing house.

L-Awtorità Maltija għat-Turiżmu tirbaħ premju prestiġjuż għall-aqwa uffiċju turistiku fil-promozzjoni ta’ MICE fir-Russja.

L-uffiċju tal-Awtorità Maltija għat-Turiżmu (MTA) f’Moska rebaħ it-titlu tal-aħjar uffiċju turistiku fil-qasam tal-promozzjoni ta’ MICE (‘meetings, incentives, conferences and exhibitions’). Dan waqt it-tmien edizzjoni tar-‘Russian Business Travel & MICE Awards (RBT&MA)’ tal-2017 f’Moska.

Il-premju ntlaga’ mis-sur Anthony Caruana, rappreżentant tal-MTA f’Moska, u Dr Carmel Brincat, Ambaxattur Malti fil-Federazzjoni Russa. Il-premju jirrikonoxxi x-xogħol eċċellenti li qed isir mill-MTA u Conventions Malta f’Moska, li jissupera l-isforzi ta’ kompetituri Spanjoli, Taljani, Iżraeliti, Ġermaniżi u anke reġjuni Russi.

Ir-‘Russian Business Travel & MICE Award’ jippremja l-aħjar kumpaniji u intrapriżi fil-qasam tat-turiżmu għal skop ta’ negozju u MICE. Huwa premju li ġie stabbilit fl-2010 mil-Kamra tal-Kummerċ u tal-Industrija tal-Federazzjoni Russa, ir-rivista Business Travel u s-sit elettroniku Conference.ru. Huwa premju appoġġat mill-Aġenzija Federali tat-Turiżmu Russa u l-kategorija li fih jaqqa’ hija kkunsidrata l-aktar waħda prestiġjuża.

Il-premju jkopri l-partecipanti kollha fis-suq tat-turiżmu għal skop ta’ negozju. Dawn jinkludu l-aqwa lukandi u ċentri għal kongressi f’Moska, San Pietruburgu u reġjuni oħra. Jinkludu wkoll l-aqwa organizzaturi ta’ konferenzi u programmi ta’ incentivi fir-Russja u lil hinn minnha, aġenziji ta’ vjaġġar għal skop ta’ negozju, sistemi ta’ prenotar online u linji tal-ajru għal min jivjaġġa fuq negozju. Aktar minn mitejn entità kienet nominata għal dan il-premju, u r-rebbieħ intgħażel fuq żewġ stadji. L-ewwel stadju seħħ online fuq perjodu ta’ tliet xhur, fejn żewġ miljun vot fuq l-internet tqassmu skont 14-il kategorija.

Sabiex ikunu determinati r-rebbieha, inħatar grupp apposta, magħmul minn esperti fis-suq, kumpaniji Russi, kumpaniji internazzjonal u klijenti ta' servizzi fejn jidhol vjaġġar għal skop ta' negozju. Dawn koprew firxa wiesa ta' setturi, minn avjazzjoni għad-difiża, kumpaniji farmaċewtiċi, kumpaniji fit-telekomunikazzjoni, u aktar.

Paul Bugeja, CEO tal-MTA, qal li dan il-premjju pretiġjuż huwa unur għall-gzejjer Maltin u l-fatt li Malta għelbet kompetituri ta' ċertu reputazzjoni hija indikattiva ta' kemm isir xogħol mill-Awtorità. Qal li dan huwa wkoll suċċess għall-isforzi li entitajiet lokali, bħal kumpaniji ta' 'destination management', għamlu biex ippromovew dan is-suq. Żied jirringrazzja lil dawn kollha involuti mir-Russja tal-ħidma tagħhom, fosthom l-ambaxxatur Malti fir-Russja u l-uffiċju tal-MTA fir-Russja. Tenna kliem ta' ħajr ukoll għal dawk li jaħdmu f'Malta, għaliex mingħajrhom ma kienx ikun posibbli r-rebħ ta' dan il-premjju.

Il-Ministru għat-Turiżmu Konrad Mizzi, innota wkoll li fl-għoti ta' premijiet tat-Travel Trade Gazette (TTG) l-Awtorità Maltija għat-Turiżmu għadha kemm giet onorata bil-premjju Bord Turistiku tas-Sena. Fil-Conference and Hospitality Show (CHS), avveniment internazzjonali li jsir f'Mejju, Conventions Malta rebħet premju tal-profil għoli li jgawdi pajjiżna fir-Renju Unit. Dan kollu jiġri sforz ħidma qawwija, kemm mill-fergħat tal-MTA f'Malta, kif ukoll mir-rappreżentanti tagħha barra mill-pajjiż, li jservu tal-aqwa ambaxxaturi għal pajjiżna. Din it-tip ta' ħidma mill-Awtorità Maltija għat-Turiżmu qed issarraf fir-riżultati pożittivi li s-settur turistiku qed jesperjenza, staġun wara staġun, f'konformita' mal-istrategija li qiegħed jaddotta l-Gvern għal-qasam tat-turiżmu.

Ritratt (minn xellug għal lemin): Dr Carmel Brincat, Ambaxxatur għal Malta fir-Russja, is-sur Anthony Caruana, rappreżentat tal-MTA f'Moska u s-sur Ivan Kalashnikov, CEO tal-entità 'Turbusiness'.

