



IMPETUS EUROPE CONSULTING GROUP LTD

CAPABILITY STATEMENT



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INTRODUCTION

Impetus Europe Consulting Group Ltd. is an independent private company which provides professional consultancy and assistance to Maltese, European and international private or public companies, enterprises and institutions wishing to participate in EU or Euro-Mediterranean projects. It also provides lobby support and perception management to regional and EU-related undertakings.

The set-up of Impetus Europe is a practical solution for businesses and institutions which have long been seeking professional and specialized assistance prior to their embarking upon opportunities offered by the European Union. It also acknowledges the demand for consultancy and project management services with respect to ventures undertaken within the Mediterranean region.

Impetus Europe was set up in March 2005. It is a partnership between two well-established companies in Malta, namely Market Intelligence Services Company Ltd. (MISCO) and Fenlex Corporate Services Ltd, which have joined forces in order to benefit from the synergies created by grouping their different areas of specializations. These synergies guarantee strategic direction as well as professional, legal, economic, managerial and technical services.



SERVICES

Impetus Europe offers three core services: **(1) international networking and public affairs (2) organization of events related to EU affairs (3) consultancy services on EU related matters and funding arrangements and project management.** These core services are subdivided into specialized services:

1 - Collation and communication of information

Impetus Europe was conceived to assist entrepreneurs and civil society in identifying and collating information, in targeting specific needs and to keep companies, organisations and public institutions up to date about specific policy areas and to monitor specific EU-programmes for this purpose.

The company also contributes by providing information about EU affairs to the general public via op-eds and articles in the press and magazines.

2 - Event organization

Impetus Europe holds and organizes round-tables, seminars, training sessions, lectures and conferences in regard to current EU affairs and themes. These events are organized both locally and overseas, in collaboration with partner organizations.

3 - Public Affairs and Lobbying

Impetus Europe assists in maintaining dialogue with key figures in the EU with the aim of drawing their attention to client concerns.

Since 1st May 2004, Maltese organisations have been subject to the various EU policies and laws. Directly or through third party contacts, Impetus Europe is in a position to render advocacy services for clients wishing to influence policy-making at EU level. In addition, Impetus Europe also offers public affairs consultancy to European organisations and companies which wish to learn more about Malta, its markets and/or its policies, as well as influence future policy-making.



4 - Lead Partner or Project instigator

The partners forming Impetus Europe are a multi-disciplinary team of key players within Malta's business community. The pooling of the experience and know-how of the individual partners on issues relating to the Maltese market has given Impetus Europe that extra insight into the synergy required for the realisation of ideas.

Impetus Europe is also equipped to initiate projects in co-operation with local players such as companies, public institutions, local councils, NGO's and educational establishments. The projects are primarily co-financed through EU-programmes. Projects may be related to training, experience-sharing, exchanges, research and development among many others.

5 - Consultancy on funding arrangements and project management

There are various possibilities of obtaining various levels of financial support in conjunction with the EU's multifarious programmes. Impetus Europe offers advice to clients on suitable aid schemes. Furthermore, it advises clients on appropriate alterations to projects in view of satisfying funding criteria and of identifying suitable international partners for the projects. Consultancy services are also offered in regard to successful management of funded projects.

6 - Partner searches

Most projects which are supported or funded by the EU must necessarily involve a number of European or international partners. Co-operation with partners is perceived as the greatest advantage as this has the potential to lead to new opportunities. Impetus Europe has the know-how to assist in this process.

Brussels is a unique European market-place of international interests and contacts. Searches for partners for various projects funded by EU programmes are issued daily within the Brussels network. Through its office in Brussels and contacts in other European cities, Impetus Europe is in a position to assist in the identification and selection of the right partner for your project.



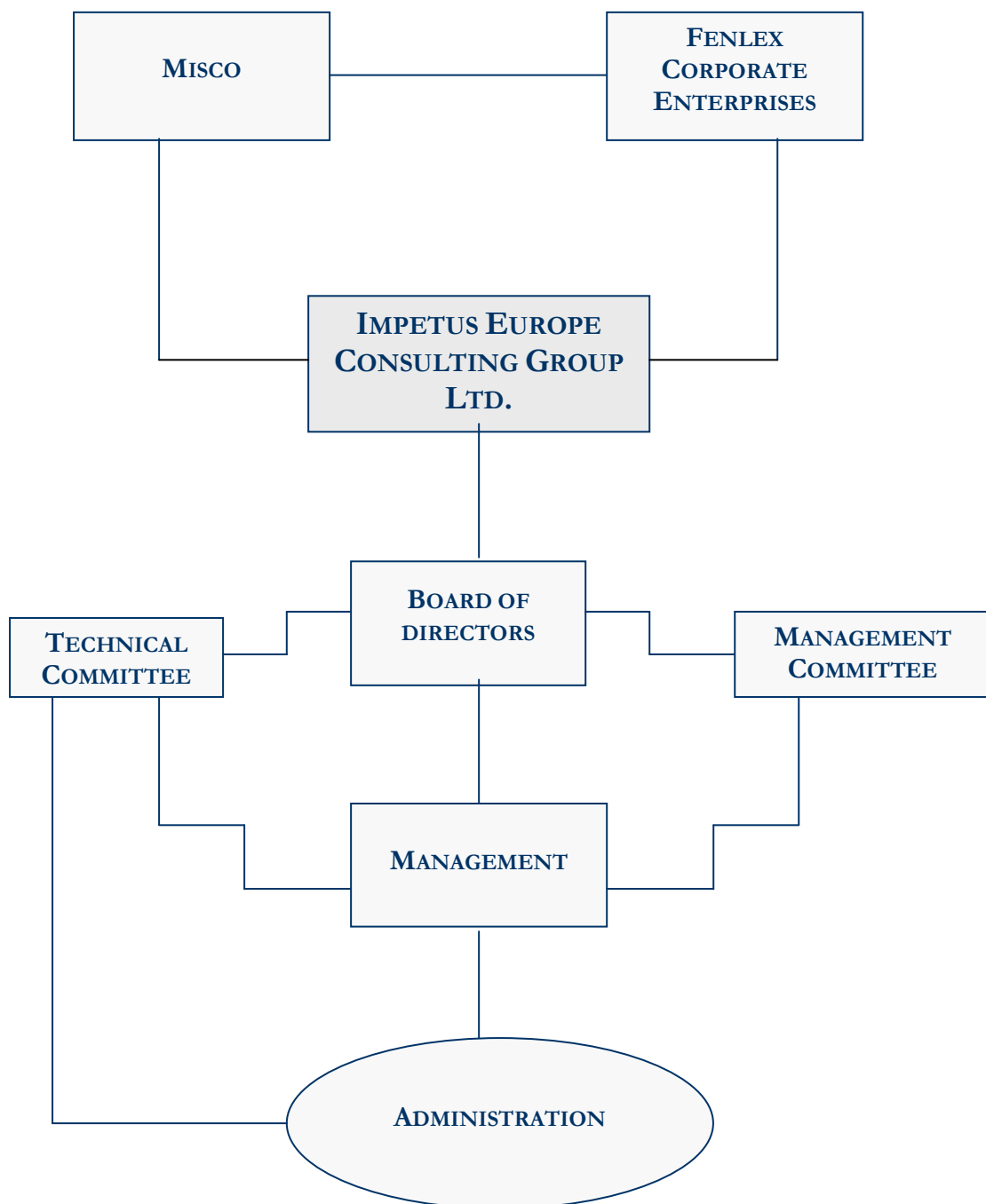
7 - Company forum/Meeting place

As members of the Company Forum, clients have the opportunity to make use of offices which are attractively designed and which are centrally situated in Brussels. With a view to strengthen their international profile, members can opt to have a business address in Brussels. Membership also allows access to a number of basic services such as a workplace and meeting facilities in Brussels free of charge.



ORGANISATIONAL SET-UP

Impetus Europe is based at the Fenlex offices in St John Street, Valletta. Impetus also has offices in Avenue de l'Armée, Brussels, which are used for meetings and for a base for contacts and networking.





The company is made up of a Board of Directors, a Management Committee and a Technical Committee. The following are the Directors of the company:

Mr. Joseph F.X. Zahra – Chairman

Mr. Karl Diacono – Managing Director

Dr. Tonio Fenech – Director

Mr. Lawrence Zammit – Director

Dr. Mark Fenech – Director

Mr Anthony Carabott - Director

Impetus Europe has an administrator as well as researchers and trainees. The company also draws on the resources of both its partner companies, Fenlex Corporate Services Ltd and MISCO, which together employ over 80 members of staff.



DIRECTORS' PROFILES

Anthony Carabott, Director of Impetus Europe Consulting Group. He is also General Manager/Director at MISCO and heads the marketing research team. He read Business Management at the University of Malta where he graduated in 1989. Since then he has been working in marketing research. He has designed and coordinated an extensive range of marketing research services for various prestigious local and international organisations, institutions, multinationals and worldwide franchises. He has advised clients and provided recommendations of a marketing, distribution and operations nature. Anthony Carabott is also a member of the Board of Directors of the Water Services Corporation.

Karl Diacono, formed part of the founding team of Impetus Europe Consulting Group, and is now the Managing Director of the company. Karl Diacono has over twenty years management experience and today predominately works on project based assignments and assists clients put together and implement business plans and proposals. He was also, together with a team of another three people, responsible for the setting up and running of the highly successful “Caravaggio, Una Mostra Impossibile” held at the Cottonera Waterfront in April to June of 2004. He has a Masters Degree in Management from Anglia University.

Mark Fenech, Director of Impetus Europe Consulting Group Ltd. He is also a Partner of Fenech & Fenech Associates as well as a Director of Fenlex Nominee Services Ltd., Fenlex Enterprises Ltd., Fenlex Marine Services Ltd. and Fenlex Holdings and Services Ltd. He achieved a LL.D. degree at the University of Malta in 1982 and thereafter joined Fenech & Fenech Associates as Partner. He has practiced since in general Civil and Commercial law, and more recently, in the areas of Maritime and Corporate law with particular emphasis on ship financing. Mark Fenech was Honorary Consul of Lebanon in Malta from 1997 to 2002. He was also chairman of the Board for the Professions Supplementary to Medicine (1999-2002). He is a Founder Member of the Association of Nominee Companies, in Malta, as well as a member of the European Movement (Malta).

Tonio Fenech, Director of Impetus Europe Consulting Group. He is a law graduate from the University of Malta (1986) and University of London (UCL 1987). He joined Fenech & Fenech



Advocates in 1987, and oversaw its systematic expansion in such areas as Financial Services Law, International Business Transactions, Mergers & Acquisitions, Maritime Law, Aviation Law and International Tax Planning, in addition to the traditional areas of specialization of the firm. He was elected Managing Partner of the Firm, now one of the largest law firms in Malta, in 1995. Tonio Fenech is now the CEO of the Fenlex Group of Companies, providing fiduciary, trust and corporate support services, as well as Director of several other companies active in such diverse areas as alternative dispute resolution, IT consultancy, media production, management consultancy, transportation and legal translation services. He is currently Chairman of the Maritime Law Advisory Council, President of the Malta Maritime Law Association and Honorary Consul of Lebanon to Malta. He has participated as speaker in numerous conferences, and is regularly called upon to act as consultant to public and private bodies in various capacities.

Joseph F.X. Zahra, Chairman of Impetus Europe Consulting Group and co-founder and Managing Director of MISCO. He is today Chairman of the National Euro Changeover Committee and personal advisor to the Minister of Tourism and Culture. He is a non executive director on a number of Maltese public and private companies, as well as companies in Europe in the tourism and financial services sector. Joe Zahra is a former chairman and CEO of Malta's leading bank and Malta's largest telecommunications company. His field of specialisation is strategic management, marketing, leadership and people management and development. He addresses public conferences on Malta's potential and prospects as a financial and ICT centre in Europe, North America and North Africa.

Lawrence Zammit, Director of Impetus Europe Consulting Group. Lawrence Zammit is also a Director of MISCO, where he has developed the market research division of the organisation and directed a number of local and foreign research assignments. Research projects included social surveys, consumer surveys, business-to-business research, product testing and pricing research. He is actively involved in the Eurobarometer surveys that MISCO conducts on behalf of the European Commission. He also acts as a consultant to a number of business organisations, both in the private and public sector. Lawrence Zammit is a member of the European Society of Opinion and Market Research and the Market Research Society of the United Kingdom. He read Economics at the University of Malta where he graduated with Second Class Honours in 1976 and M.A. in 1980



CAPABILITY STATEMENTS – PARTNERS



MARKET INTELLIGENCE COMPANY LTD. MISCO

MISCO, Market Intelligence Company Limited, is Malta's leading knowledge organisation. It is an independent professional company providing marketing research, training and development, business consultancy and people selection services since 1983. MISCO is a prominent supplier of information to the business community, the public sector and non-governmental organisations through human resources and marketing research, training and business consultancy.

The marketing research activity is carried out through a sister company, MISCO International Ltd, which is a full service research agency equipped to provide its clients with a wide range of quantitative as well as qualitative research solutions.

MISCO International is a joint venture between MISCO, a fully Maltese owned firm (www.miscomalta.com) and Synovate, one of the world's largest marketing research organisations (www.synovate.com). Synovate forms part of Aegis Group plc which is a leading marketing services company. The Aegis Group employs around 12,000 staff in over 60 countries and is listed on the London Stock Exchange (www.aegispplc.com). MISCO International

MISCO International has an ever-expanding product range covering all areas of marketing research. It was one of the first research and consultancy agencies established in Malta and through many years of continuous operations in the country we have acquired a unique understanding of market conditions and consumer behaviour.



MISCO International has a client profile which reflects both the range of activities that we are engaged in as well as the quality of the service that is provided. It includes governmental and international organisations/institutions, local organisations, major multinational corporations in consumer products, durables, industrial and pharmaceutical products and services [including financial services].

For a number of years MISCO International has been entrusted with numerous assignments on behalf of the European Commission. On-going research includes the Eurobarometer, Flash Eurobarometer, and qualitative research. MISCO International has also participated in specific European wide projects such as e-Learning, e-Business W@tch and the European Working Conditions Survey among others.

Apart from extensive experience in market research and carrying out various assignments for local and international organisations of a commercial nature, the company also has wide experience in consumer research, opinion polls and social research, business-to-business research, mystery shopping, retail audits and discussion groups.

In addition to three Executive Directors, MISCO International is fully staffed to carry out its marketing research activities through a complement made up of two Research Executives, a Research Supervisor, an IT Analyst and Data Input staff, a Coding Team, a pool of around 100 Interviewers and Secretarial/Administrative support staff.

Contact Details

For further details on how MISCO can be of assistance to your organization, please contact:

Posted mail:	MISCO, Fino Buildings Notabile Road Mriehel BKR 3000 Malta
Phone number:	(+356) 21220303
Fax number:	+356 21247512
Web- site	www.miscomalta.com



FENLEX CORPORATE SERVICES LTD

As a professional management and administrative services company, Fenlex Corporate Services Limited (FCS) offers special expertise in most aspects of company management and administration, corporate accounting advisory service, international tax consultancy and corporate legal advisory service. FCS provides its client companies with services and support tailored to their specific requirements. FCS is also involved in a number of joint ventures that include Impetus Europe Consulting Group, MDM Limited (Malta Dispute Management Limited), a joint venture with a legal firm has been set up to actively promote and provide Mediation and Alternative Dispute Resolution Methods in Malta and the Mediterranean region. Lexicom Translation Services Limited was set up in 2003 primarily to offer translation services to EU institutions in partnership with INTER-COM Translations of the UK as well as a media venture with JP Advertising that produces television documentaries.

At FCS, services were born out of a demand created by our international corporate clients who turned to the company to assist them to set up their operations locally and include, Corporate Accounting Advisory Service, Administration of bank accounts, Temporary General Management Services, Property management both commercial and residential, Start-Up Services, these services include location analysis, office search and set-up, temporary general management. Procurement Services to Maltese and international clients who have or have not yet set up a Purchasing Department., Seminar & Conference Organization.

FCS also offers a gamut of legal services that include tax advise, setting up of corporate structures, ship registration and trust services.



The FCS team of seasoned professionals is also expert in evaluating businesses and providing creative solutions to help owners and shareholders to maximize value and build wealth. Fenlex Corporate Services Ltd has a large portfolio of international clients and have been involved in major acquisitions as well as involved through its association with Fenech and Fenech Advocates in a number of privatisation exercises.

Contact Details

For further details on how Fenlex Corporate Services can be of assistance to your organization, please contact:

Posted mail:	Fenlex Corporate Services Limited 85, St. John Street Valletta VLT 09 MALTA
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Fax number:	+356 25990643
Web- site	www.fenlex.com



ACTIVITY REPORT

CONSULTANCY ON FUNDING ARRANGEMENTS AND PROJECT MANAGEMENT

Impetus Europe has successfully assisted Ministries, Local Councils, SME's and many non-governmental organisations with the preparation of applications and proposals for EU Structural Funds and Direct Access Funding Programmes.

One of the main projects for which it successfully contributed to is the CITUM project, under URBACT, a project seeking to develop research and exchange of best practice in regard to urban mobility within cities. Impetus Europe assisted the Greek lead partner in identifying local partners for the project, and was eventually engaged to provide consultancy services vis-à-vis the coordination of work dictated by the project at local level.

Impetus played a similar role in an INTERREG IIIA (Italy-Malta) project, called MEDPOT, which brings together ceramists from Sciacca in Sicily with their counterparts in Malta. This project involves the exchange of best practices between the two regions and an initiative to come up with a project that is both of Mediterranean origin, plus marketed within a tourist-oriented package. Impetus Europe has been engaged by the local coordinating partner in view of consultancy services for the coordination of the project in Malta.

The company has also been engaged in assisting organisations and companies in submitting project proposals, varying from the Culture, Media and EU Citizenship Programmes to the Framework Programmes; projects for consideration by government in view of the Structural Funds for the period 2007-2013; and projects targeted at raising awareness about EU affairs among the civil society sector, youth and NGOs. Impetus Europe has also provided consultancy services to entities wishing to submit proposals under the EU's Seventh Framework Programme for Research and Technological Development (FP7).



Impetus Europe has been engaged by various Maltese local councils with the aim of assisting them in accessing EU funds and offering them consultancy services. The company thus constantly provides these local councils with updates vis-à-vis current EU affairs and when funding calls are published. It also assists them in finding partners for projects and in actually submitting project proposals.

The company was also recently commissioned by the Employment and Training Corporation (ETC) – EURES Malta to carry out a research study on obstacles to labour mobility within the European Union. The research conducted by Impetus Europe focused on identifying both the major obstacles faced by jobseekers who would like to work abroad and the job search techniques used to find work abroad. In addition the company analysed the level and kind of information which interest job seekers and the respondents' awareness and usage of EURES services.

The company has also organized training sessions and given general consultancy services to a cross section of organizations. Impetus Europe is also assisting organisations and NGOs in launching and implementing their projects. It has in turn been actively engaged in building a network of contacts throughout the European Union, as well as with neighbouring countries, with the aim of expanding the provision of its services. It is well connected with Italy and Cyprus and is currently expanding towards the Balkans, the Maghreb and the Mashreq.

PUBLIC AFFAIRS AND LOBBYING

Impetus Europe is engaged by Maltese and European organisations and companies, in view of carrying out research, advocacy and public relations services on their behalf.

Our job includes also creating awareness at grass root and civil society levels of the importance of having one's message conveyed to the decision-makers in Brussels.



EVENT ORGANISATION

In 2005, Impetus Europe also became the local agent for Welcomeurope Eurofunding guides, which offer concise information about the EU funding programmes.

In early 2006, Impetus Europe organised two training events on EU funding programmes, both of which were well attended. These courses were organised in partnership with Welcomeurope (www.welcomeurope.com), and were targeted at SMEs, officials from public sector organisations and non-governmental organisations.

In 2007, Impetus Europe organised a well attended training event entitled '*Submitting a successful Proposal for EU Funding*'. The course assisted the participants in recognizing the various elements involved in EU project proposals and applications. The course covered topics such as the conception and development of project concepts; understanding of EU priorities; identification of relevant EU funding programmes; pre-emption of calls for proposals; organisation of partnerships; liaison with relevant EU and national authorities; application-writing; budget preparation; evaluation criteria and submission.

Further to the training courses, Impetus Europe has also organized seminars on topical issues related to the EU. Such events addressed issues varying from that of Intellectual Property in the EU, to Structural Funds and access by NGOs.

COLLATION AND PROVISION OF INFORMATION

Impetus Europe is contacted, on a regular basis, by clients within the financial services, freight services, agriculture and media sectors, in view of monitoring and providing information about EU policies and developments.

Impetus Europe also regularly published articles in the press. As of Autumn 2006, Impetus Europe started contributing articles on EU affairs with the Economic Update. The company also frequently contributes articles in the main local newspapers.



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