



Dr Joe Schembri is a senior lecturer at the Faculty of Economics, Management and Accountancy at the University of Malta. He teaches, conducts research and advises companies in international business and strategy. His work has been published in the International Business Review and the World Encyclopaedia of Entrepreneurship and he runs strategy workshops, advisory and training with companies interested in international growth. Joe has been Chief Officer at TradeMalta for five years and is still involved with the organisation on a part time basis. Joe holds a PHD in SME Internationalisation from the Adam Smith Business School at the University of Glasgow.



Morgan Parnis is a passionate entrepreneur who has co-founded several ventures across education, research, technology, and healthcare. He is Chancellor and CEO of Knights College (formerly Central Mediterranean Business School), a further and higher education institution. Morgan also serves as Executive Chairperson of Business Leaders Malta and Esprimi, a market research agency, and is a co-partner at Mдина Partners, where he supports business incubation projects. He co-founded Community Centred Care (3C Malta), which provides quality home-based care. Morgan is also a partner in Vistage Malta and UAE, and UnLimited. Outside work, he enjoys marathon running, audiobooks, and podcasts. He holds an MBA from Warwick Business School and a Bachelor's in Psychology from the University of Malta.



Neil Bianco has spent the past three decades working exclusively in the B2B technology sector. Throughout his career, he has collaborated with organisations worldwide, delivering enterprise-grade and bespoke technology solutions across a range of industries. Around 15 years ago, Neil was a key member of the founding team of BRS Analytics, playing a central role in its early development. From this foundation, ComplyRadar emerged as a regtech business, which Neil has continued to lead and develop. Under his guidance, ComplyRadar has evolved into a recognised niche brand within the European regulatory technology market.



Franco Curmi is an Associate Professor and Head of the Department of Marketing at the University of Malta. He coordinates the MSc in Strategic Management and Digital Marketing programme, leading the development of studies that integrate technology, consumer behaviour, and strategic insights. Franco has consulted for organisations across sectors, including start-ups, publishers, and NGOs, providing expertise in marketing strategy and digital transformation. Beyond academia, he serves on boards of media and technology-driven services, contributing to strategic decision-making. He is passionate about bridging theory and practice, fostering industry collaborations, and advancing impactful academic contributions.



Debbie Tully brings 28 years of experience in leadership and international business, with a career focused on driving growth across export markets and emerging regions. Her expertise spans pharmaceuticals and dermo-cosmetics, where she has successfully developed market entry strategies, strengthened distributor networks, and adapted global brands to local market realities. Having worked extensively across Europe and Africa in roles encompassing sales, education, and hospitality, Debbie has built a strong understanding of how to foster sustainable partnerships, navigate cultural differences, and design resilient business models. Her strategic, hands-on approach consistently delivers long-term, sustainable growth.



Denis Gatt is Group Head of Logistics at Hudson Holdings Limited, with over 30 years' experience spanning FMCG supply chains, freight forwarding, 3PL, warehousing, customs, African shipping, last-mile delivery, and sustainability. For 15 years, he led Hudson's Logistics Distribution Centre in Hal Far, Malta, managing inbound shipments, bonded warehousing, and exports to African markets for major brands like Nike, Converse, and Tommy Hilfiger. Promoted in 2024, he now oversees 3PL and last-mile operations across Malta, Casablanca, Lagos, and Nairobi. Denis brings strong expertise in country-specific import requirements and advises companies expanding into African markets.



Mr Richard Scerri – Course co-ordinator
As Head of Trade Promotion, Richard assists locally based companies in their internationalisation efforts. This assistance includes consultancy, organisation of business missions overseas, running of specific training programmes as well as the organisation of various networking events. He holds a Bachelor of Arts Degree in Public Administration and a Masters in Business Administration.



Nathaniel Massa holds a PhD in internationalisation and business management from the Adam Smith Business School at the University of Glasgow, and an MBA from Henley Business School. Bridging academia and industry, Professor Massa is resident senior faculty within the Department of Business and Enterprise Management at the University of Malta's Faculty of Economics, Management and Accountancy. He lectures and conducts research in internationalisation and international business, strategy, and entrepreneurship. Nathaniel has presented his published research at numerous international colloquia and is frequently invited to deliver workshops and lectures at overseas universities. In parallel, he is actively engaged in executive education and advises business practitioners.



Ms Josianne Vella is a Senior Manager for Projects and Programmes at TradeMalta. She has over 15 years experience in access to and implementation of EU-supported programmes and projects, at national and international levels. She has worked in multidisciplinary areas such as resource management, business analytics, innovation, SME competitiveness, project development, spatial planning, education and market intelligence. At TradeMalta she is responsible for the development and management of the information services and assists local SMEs with their market research and data needs. Josianne has a Masters in Cultural Management with a specialisation in new media and new management from the University of Northumbria.



Yanica Aquilina is a Client Partner at Concept Stadium, specialising in social media strategy and digital engagement. She combines a strong analytical mindset with strategic focus, drawing on her Master's in Digital Marketing and Strategic Management. Yanica has experience translating research and data-driven insights into effective digital strategies and campaigns, supporting brands in navigating the rapidly evolving social media landscape. Known for her adaptability, collaborative approach, and dedication to results, she consistently rises to new challenges. With a keen interest in understanding audience behaviour and emerging trends, Yanica is committed to creating impactful, data-informed digital experiences that drive meaningful engagement and business outcomes.



Prof. Leonie Baldacchino holds a Ph.D. in Entrepreneurship from Warwick Business School (UK), an M.A. in Creativity and Innovation, and a B.Psy.(Hons.) from the University of Malta. She is an Associate Professor at The Edward de Bono Institute for Creative Thinking and Innovation, where she served as Director from 2013 to 2022. A Fellow of the International Society for the Study of Creativity and Innovation (ISSCI), she is Programme Chair of the Entrepreneurship Special Interest Group at EURAM, Associate Editor of the Journal of Enterprising Communities, and OECD country expert on inclusive entrepreneurship. Her research and teaching focus on entrepreneurship, creativity, and innovation, with numerous peer-reviewed publications and international presentations.



James Bonello is a senior business technology advisor with over 30 years of extensive experience in leadership roles across high-profile international companies. Throughout his career, he has consistently demonstrated a successful track record in driving organisational growth, implementing growth initiatives, and optimising business processes to enhance customer satisfaction. James has a strong focus on continuous improvement, operational efficiency, and the seamless execution of sales and service strategies. He combines practical business acumen with a deep understanding of technology. James Bonello holds an MBA in e-business from the University of Malta.



Saman Bugeja is a Senior Associate at Ganado Advocates, practising within the firm's corporate department. He advises both local and international clients on a broad range of corporate and commercial matters, including legal due diligence, mergers and acquisitions, corporate restructuring, company formations, and corporate governance. Before joining the corporate team, he completed a rotation in the firm's investment services and funds department.

HSBC Bank Malta p.l.c. – Trade Team

The Trade Team is made up of trained and experienced personnel who are well versed in providing tailor made Trade Finance solutions to support customers trade internationally and manage their cashflow effectively. The team has links with all the HSBC Trade Teams across the globe all to the benefit of customers.



Commencing 22 April 2026

STEP UP TO SUCCESS



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Strategic Partner



INTERNATIONALISATION STRATEGY MASTERCLASS PROGRAMME



Session Date	Time	Topics	Delivered/Facilitated by:
Session 1 - Part 1			Dr Joe Schembri
22.04.2026	1500 – 1630	Introduction to Programme	
Session 1 - Part 2			Dr Joe Schembri
22.04.2026	1700 – 1830	Strategic Considerations for international growth	
Session 2			Dr Nathaniel Massa
29.04.2026	1500 – 1630	Market entry modes & international business planning	
	1700 – 1830	Market Learning Case study	
Session 3 - Part 1			Ms Debbie Tully
06.05.2026	1500 – 1630	Culture, doing business and intercultural understanding	
Session 3 - Part 2			Mr Saman Bugeja
06.05.2026	1700 – 1830	Negotiations and legal	
Session 4 - Part 1			Mr Morgan Parnis
13.05.2026	1500 – 1630	International Market Research Market Intelligence techniques	
Session 4 - Part 2			Ms Josianne Vella
13.05.2026	1700 – 1830	Market Access Tools	
Session 5 - Part 1			Mr Neil Bianco
20.05.2026	1500 – 1630	Networking and relationship management	
Session 5 - Part 2			Ms Yanica Aquilina
20.05.2026	1700 – 1830	Social media for networking, branding and relationship management	

Session Date	Time	Topics	Delivered/Facilitated by:
Session 6 - Part 1			
27.05.2026	1500 – 1630	Digital Internationalisation and AI for international trade and growth	Prof. Franco Curmi
Session 6 - Part 2			
27.05.2026	1700 – 2030	Panel discussion with experienced exporters followed by networking drinks supported by HSBC Bank Malta p.l.c.	
Session 7 - Part 1			
03.06.2026	1500 – 1630	Innovation at the heart of our USP	Prof. Leonie Baldacchino
Session 7 - Part 2 A			
03.06.2026	1700 – 1830	Export documentation and logistics	Mr Denis Gatt
Session 7 - Part 2 B			
03.06.2026	1700 – 1830	Service Development	Mr James Bonello
Session 8			
17.06.2026	1300 – 1800	Viva sessions followed by export clinics	
Session 9			
18.06.2026	1300 – 1800	Viva sessions followed by export clinics	
Session 10			
24.06.2026	1700 – 1800	Panel discussion with experienced exporters	
	1800 – 2000	Distribution of certificates followed by networking drinks supported by HSBC Bank Malta p.l.c.	

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