



„FESTA OPERA“
proudly presents Malta
and the Maltese way of life..



„Malta Festival der Kultur“

Saturday, 14th June 2008

proudly organised by:



mehr malta

Löwengasse 9a, 61348 Bad Homburg; Germany · 31, The White Hse, Our Lady of Sorrows Street; St Paul's Bay SPB 09; Malta

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Malta Festival – The concept

„Malta Festival der Kultur“ with the participation of Maltese tenor Mr Joseph Calleja

Under the heading „Festa Opera“, tenor Mr Joseph Calleja shall perform together with his wife soprano Mrs Tatiana Lisnic accompanied by pianist Mro. Brian Schembri in front of an audience at the prestigious Alte Oper in Frankfurt



„Großer Saal“



Capacity 2.450 guests

Event locations:
Alte Oper, Frankfurt





MTA banner at the Festival

„Etnika“ which shall perform on one of the stages



..... as well as at the „Opernplatzfest“

Date: Saturday 14th June 2008



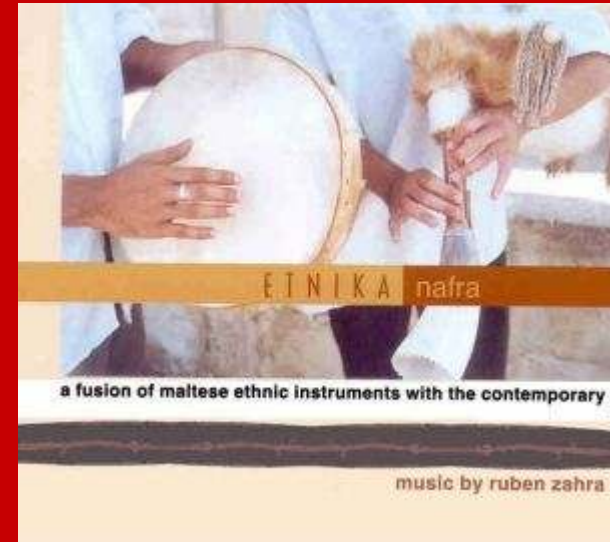
A festival at the Opernplatz (right opposite the „Alte Oper“ featuring live bands including Etnika as well culinary specialities boasting 30.000 visitors



www.etnika.com.mt

Etnika 's music aims to revive the local music traditions and instruments such as the *flejguta* or *iz-zaqq* and to project their use to contemporary performance. The band shall be made up of 5 musicians.

Maltese band „Etnika“





Exhibitors and supporting firms



Another important component of the Malta festival is the participation of several Maltese firms as well as German institutions having special interest in Malta.

Level 2 and 3 of the „Alte Oper“, has been reserved for such firms and/or institutions/individuals to provide and distribute information and to exhibit their services and products.



visit MALTA



Supporting firms

Air Malta

Malta Tourism Authority

Malta Direkt Reisen

FTI Reisen

Corinthia Hotels

Maritim Hotels

Malta Coaching

Malteser Hilfsdienst

Hilton Malta

Mercedes Benz

Allianz Versicherung

BNP Paribas Bank

Deutsche Bank



Following are amongst the few Maltese companies/ individuals who shall be invited to participate :



- Farsons
- Marsovin
- Magro Brothers

- Neriku Confectionery
- Dolmen Beach Hotel
- Mr Tony Calleja
- Dhalia

Cisk beer and Kinzie
Red and white wine
Gozo cottage cheese, capers,
sun-dried tomatoes etc
„Pastizzi”
Catering of Maltese specialities
Artist
Real Estate



- Gaia Foundation
- Bristow Potteries
- Vascas
- Camilleri Wines
- Ta Marija Restaurant

- Hilton Malta
- Captain Morgan

Other invited companies:



- Organic produce
- Maltese potteryware
- Silver filigree
- Red and white wine
- Maltese food speciality restaurant
- 5-star Hotel
- Pleasure cruises operator



The Maltese band „**Etnika**“ shall also perform during the after-show Party as well as during the Opernplatz festival in Frankfurt.

The guests at the after-show party will be able to savour Maltese specialities in the form of fingerfood and Maltese refreshments. A banner shall be set up at the Opernplatz



festival to publicize the event. The Malta Kultur Festival shall also be published in newsletters, internet sites and clients' magazines as well as in the Alte Oper's annual booklet programme for 2008.

VIP reception for about 200 invited guests:
(on level 5 following Mr Calleja's concert)



Malta-Online.de – the largest online portal platform in Germany (www.malta-online.de)

“Musik im Management”(www.musik-im-management.de)

An association with strong connection to Malta whose interest lies in the initiation of exchange projects between Maltese and German firms.

Embassy of the Republic of Malta in Berlin – Dr. John Paul Grech

General consul of Malta in Heidelberg- Mr Prof. Dr. V. Dulger

General consul of Malta in Mainz - Mrs Hanneltraut Schultheiss

Other supporting firms



made IN MALTA
Business Directory



- Talks about investment possibilities shall be held by the representative Munich office personnel of Malta Enterprise
- Exchange of ideas and potential synergies between German and Maltese firms

Entrepreneurs' forum about investment possibilities at the Hindemith-Saal





Tentative Programme

16.00 hrs	Etnika shall perform on one of the stages set up in the "Opernplatz" in occasion of the Opernplatz festival
19.00 hrs	Opening of doors of the "Alte Oper". On level 2 and 3, sponsors and various artists shall exhibit their products and services and hand out information to the public.
19.15 hrs	Introduction and presentation of the various representing companies present at the event. Talks by Malta Enterprise to establish contacts between the various companies.
20.00 hrs	Concert by Mr Joseph Calleja and soprano Tatiana Lisnic accompanied by pianist Mr Schembri at the "Grosser Saal" in the Alte Oper
21.00 hrs	Break during which sponsors and various artists shall have the opportunity to exhibit their products and services and hand out information to the public – on LEVEL 2 and 3.
21.30 hrs	Concert Mr Joseph Calleja
22.00 hrs	End of performance and start of VIP standing reception with approximately 300 invited guests. During this time on LEVEL 2 and 3, sponsors and various artists shall exhibit their products and services and hand out information to the public.
24.00 hrs	End of VIP standing reception and closure of event.



THE TEAM :

MEHRMALTA

(www.mehrmalta.de)

in cooperation with:

LECLERC CONSULTING

(www.leclerc-consulting.com)

COMPETENCE:REISEN

(www.competence-reisen.de)



Maria-Helga Muscat

Mehrmalta is managed by Mrs Maria-Helga Muscat, a Maltese national boasting over 20 years experience in the outgoing tourism field. Mrs Muscat will ensure the smooth coordination for the participation of Maltese firms and institutions in the festival and shall be responsible for marketing of VIP packages to corporate clients in Malta.

MehrMalta

(www.mehrmalta.de)

Event organiser and tour operator with offices in Bad Homburg v.d.H and in St Paul's Bay, Malta



Jean-Louis Leclerc

Mr Jean-Louis Leclerc shall take over the PR duties and will be responsible for the press as well as the gastronomy sector, marketing of VIP packages to corporate clients in Germany as well as the direct marketing of ticket sales.

Leclerc Consulting

www.leclerc-consulting.com

Mr Jean-Louis Leclerc held the post of gastronomy director from 1990 till 1997 at the „Alte Oper“ in Frankfurt



Thomas Grözl

Mr Thomas Grözl holds the responsible for the smooth participation in the festival connection to Malta

Competence:Reisen

www.competence-reisen.de

Service provider to corporate clients in the incentive market specialising also in seminars, special interest customer-retention travel-packages boasting clients such as STADA AG, Quelle GmbH, Dussmann AG

position of director and shall be coordination for the of German firms with direct



Unter Hinweis auf §§ 1 und §§ 18 UWG dürfen die enthaltenen Entwurfsmuster und Ideen ohne unser schriftliches Einverständnis weder ganz noch teilweise kopiert, vervielfältigt, gewerblich genutzt oder Dritten zur Verfügung gestellt werden.

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