



FEMA Entrepreneurship Bootcamp 2026 Agenda

4th to 6th of May 2026

(at PwC Academy, Malta, 78 Mill Street, Zone 5, Central Business District, Qormi CBD 5090. Malta

<http://www.pwc.com/mt>)

Day 1 – (4th of May) - Inspiration & Ideation

08:30 – 08:45

Welcome Remarks (PwC) – Ms Lucienne Pace Ross (Territory Senior Partner, PwC)

Opening Remarks (University of Malta) – Prof Frank Bezzina (Rector Designate)

Introduction – Prof Vincent Marmara (Head of Business and Enterprise Management Department, FEMA) Dr Antonietta Rosiello (Event Organiser, FEMA), with the presence of Prof Merab Khokhobaia (Dean, Faculty of Economics and Business, Ivane Javakhishvili Tbilisi State University, Georgia)

08:45 - 09:25

Challenging the Status Quo: The Entrepreneurial Mindset for Spotting Opportunities and Building a Lasting Business – James Camilleri - [Fyorin](#)

09:25 - 10:05

AI-Powered Entrepreneurship: Identifying Opportunities and Shaping Ideas in an Intelligent Economy– [Arndt Swaiger](#)

10:05 - 10:20

Break

10:20 – 11:00

From R&D to Business: Turning Ideas into Reality – Dr. Keith Azzopardi-
[SmartMaterials](#)

11:00 - 11:40

Malta Enterprise and Its Role in Mentoring Aspiring Entrepreneurs – Cain Grech -
[Malta Enterprise](#) |

11:40-12:20

Brewing Success: Turning Passion into a Scalable Business in a Competitive Market
- Jean Bickle - [Huskie Craft Beer](#)

12:20 – 13:05

Lunch Break

13:05 - 13:45

How a Corporate Expects Employees to Be Intrapreneurial and What Opportunities They Have – Michael Borg - [PwC Malta](#)

13:45 - 14:25

What is Intellectual Property and How to Safeguard It –Ing. Elisa Vella - [Knowledge Transfer Office](#) – University of Malta

14:25 - 16:00

Collaboration Session & Practical Workshop: Brainstorming & Idea Generation

- Students will explore innovative thinking techniques.
- By the end of the session, they should have a well-defined entrepreneurial idea or problem to solve.

Day 2 – (5th of May) - From Idea to Business

08:30 - 08:45

Welcome & Introduction

08:45 - 09:25

The Power of the Brand in New Ventures – Jonathan Dalli - [The Concept Stadium](#)

09:25 - 10:05

How to Disrupt Competitors? – Ian Attard - [Payhound](#)

10:05 - 10:45

Building a Platform to Attract Stakeholders: The Importance of Gap Identification in the Market and a Strong Value Proposition. – Zach Ciappara - [FreeHour](#)

10:45 - 11:00

Break

11:00 - 11:40

Women in Entrepreneurship: Navigating Growth, Challenges, and Strategic Decisions in Building a Business – Claire Pisani - [Norwex](#)

11:40 - 12:20

Fighting Marine Pollution Through Innovation: The Marine Hound Story - Nicky Borg Calleja – [Marine Hound](#)

12:20 - 13:05

Lunch Break

13:05 - 13:45

Understanding the Customer: Designing Meaningful Customer Experiences and Building Strong Market Connections – Nick Spiteri Paris – [BigBon Group](#)

13:45 - 16:00

Practical Workshop 2: Business Model Development

- Students will validate their ideas and begin structuring their business models.
- By the end of the workshop, each participant/team should have a draft of their value proposition and business model.

Day 3 – (6th of May) Implementation & Showcase

08:30 - 08:45 Briefing

08:45 - 09:25

The Resilient Entrepreneur: Lessons from Astronaut Selection at ESA – Frank Danesy - [European Space Agency](#)

09:25 – 10:05

"From Ideas to Impact: The Power of Crowdfunding for Startups" - Aaron Buhagiar - [Garnish](#)

10:05 - 10:20

Lunch Break

10:20 - 12:30

Finalizing Projects: Workshop on Pitches & Presentation Skills

- Students will refine their business ideas and practice delivering compelling pitches.
- By the end of the session, they should be ready to present their projects to the panel.

12:30 - 13:15

Lunch Break

13:15 – 15:30

Student Pitch Presentations to Panel of Judges (Ms Lisa Pullicino, Prof. Leonie Baldacchino, Mr Anthony Farrugia)

Panel Feedback, Awards & Closing Remarks