



BUSINESS SENTIMENT SURVEY 2022

The Gozo Business Chamber

INTRODUCTION

- The scope is to gauge the business sentiment among the Gozitan business community.
- The first survey was launched in August 2022, which focused specifically on the current economic scenario, with only a specific section which invited respondents to put forward their policy proposals.
- The second survey, launched in February 2023, was intended to first gauge Gozo's present economic scenario following the busy Christmas period. It then gauged specific areas of interest, focusing on e-commerce and accessibility.

METHODOLOGY

- The survey was developed internally and the response to the survey was anonymous
- It was distributed both through the Gozo Business Chamber's social media platforms, and also directly to the Chamber's members.
- During the first survey conducted in August 2022 there were 53 responses. For the end-of-year survey 83 responses were received.

AUGUST 2022

- The first part of the survey was dedicated to description of the business entity and the economic scenario in Gozo
- The first survey then put specific focus on policy proposals by respondents

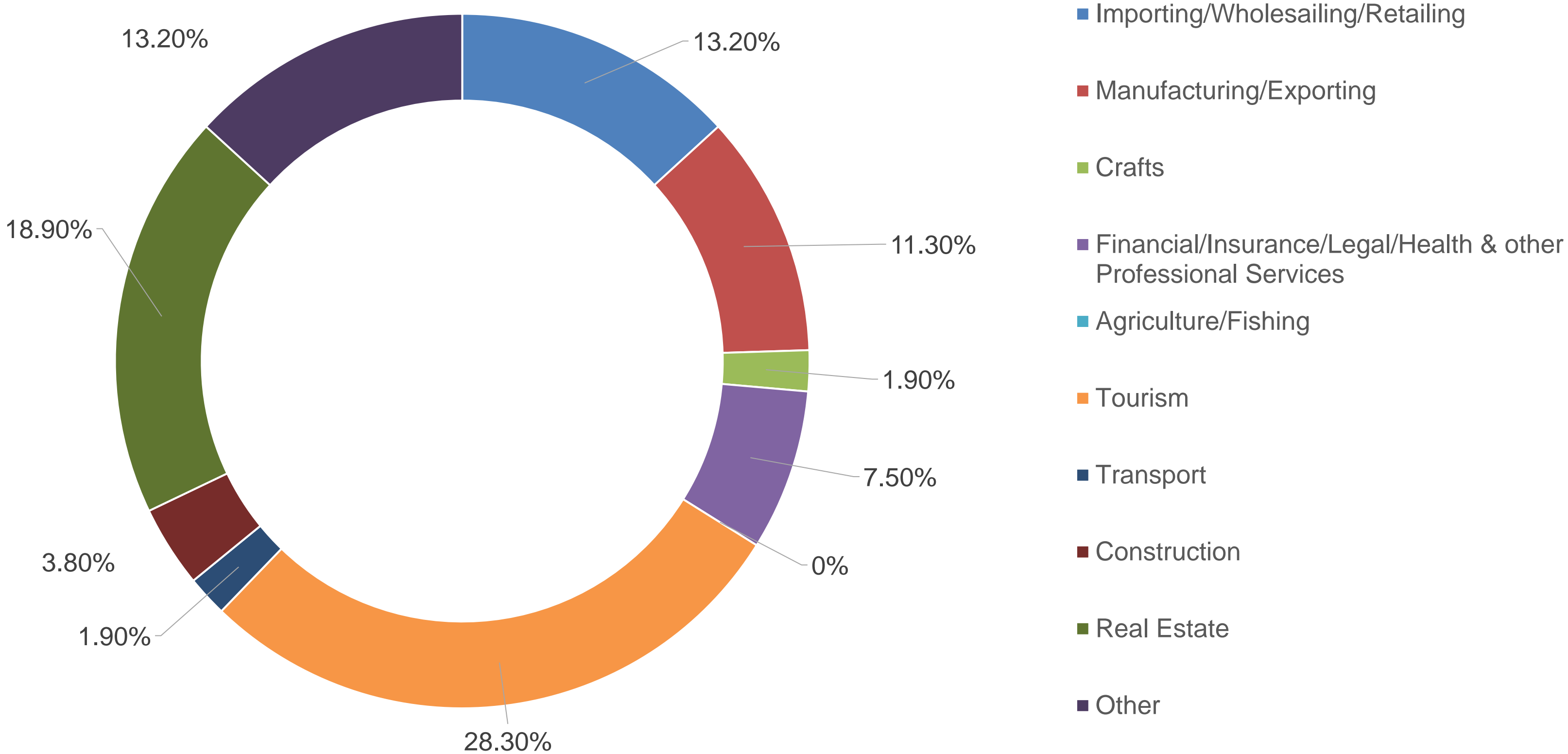
FEBRUARY 2023

- The first part of the survey was dedicated to the description of the business entity and the economic scenario in Gozo
- This survey focused also on the issue of e-commerce and accessibility which was dictated by current developments

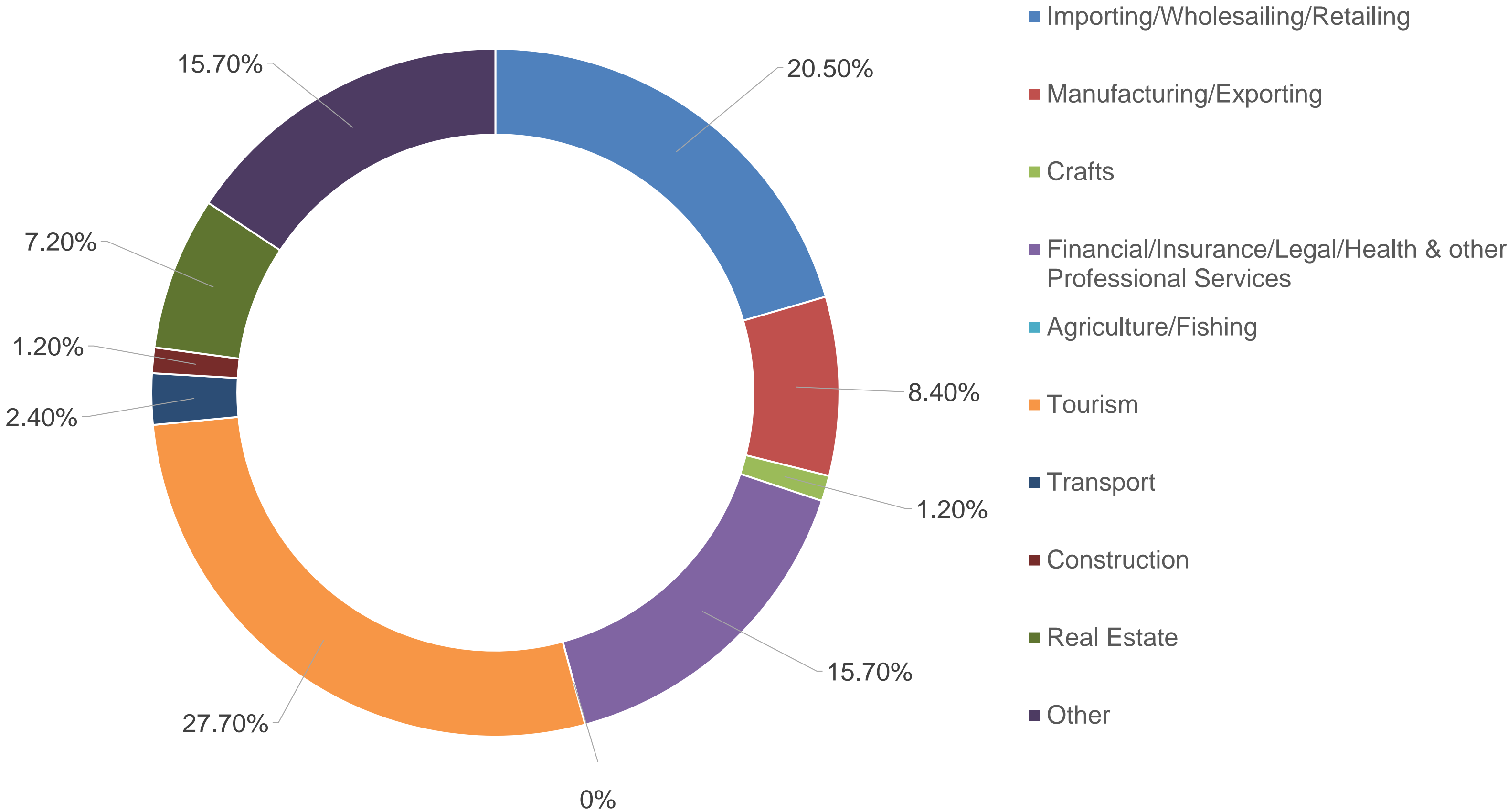


SECTION 1
GENERAL INTRODUCTION
ABOUT THE BUSINESS

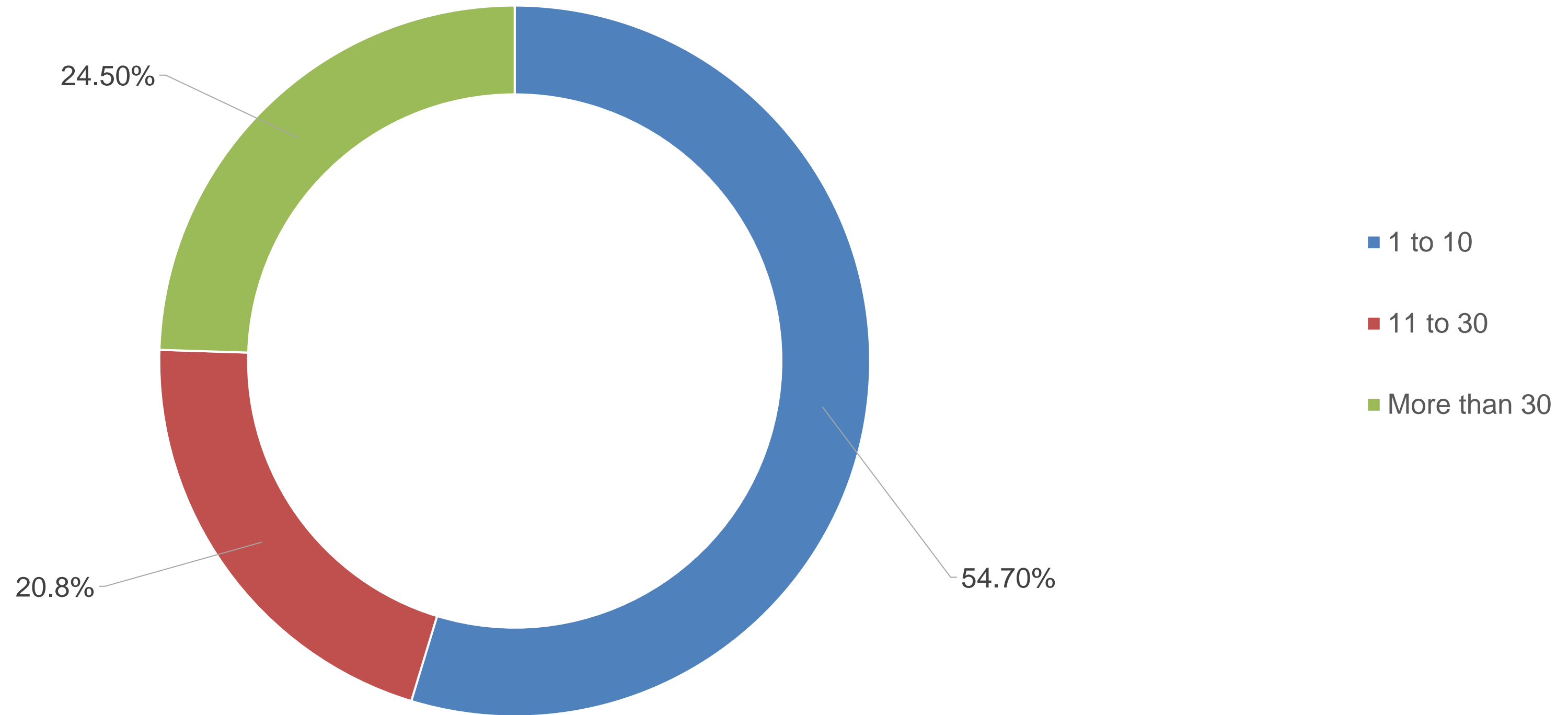
Sectors in which the Respondents were operating August 2022



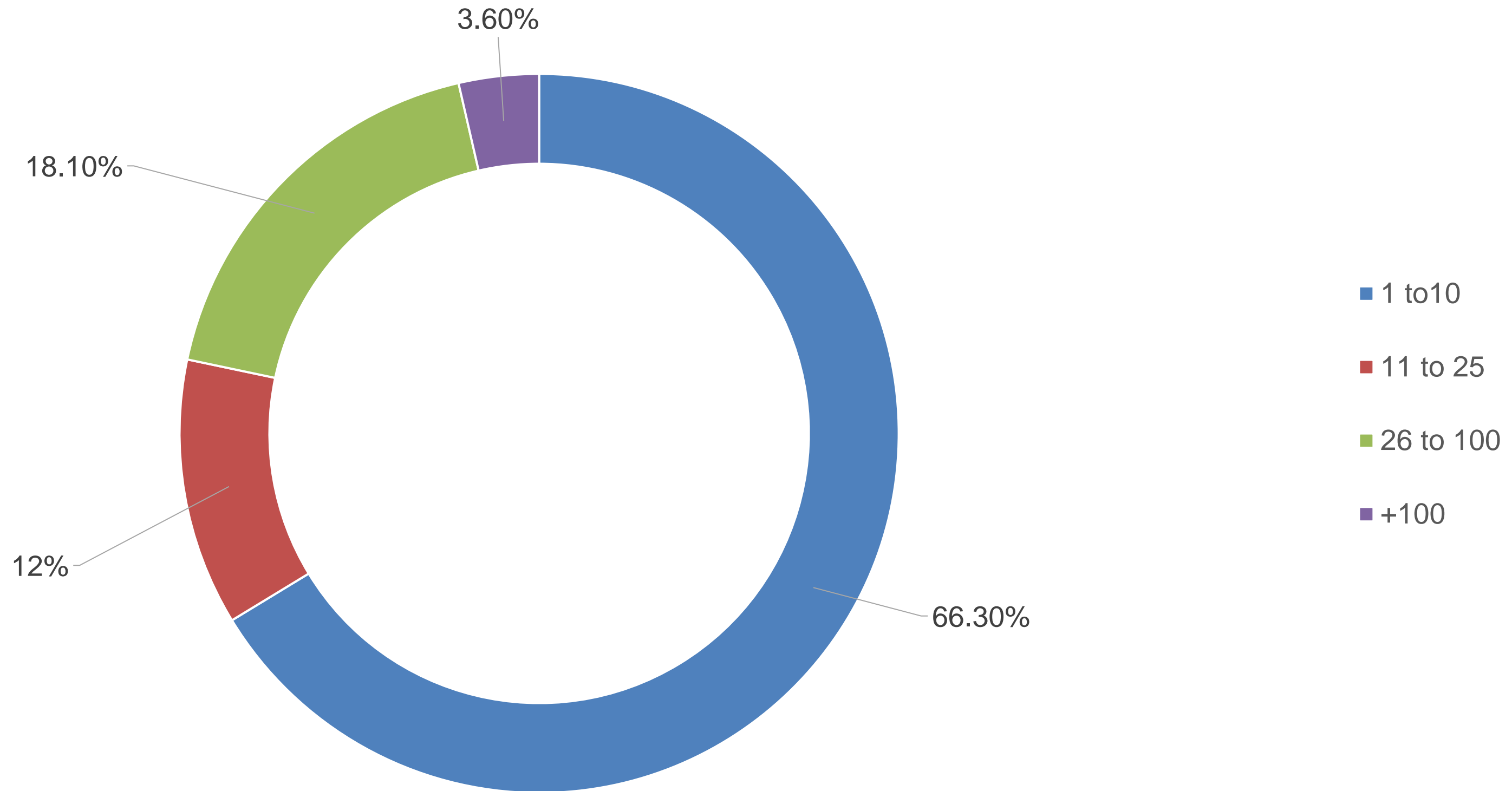
Sectors in which the Respondents were operating February 2023



Size of current workforce August 2022



Size of current workforce February 2023



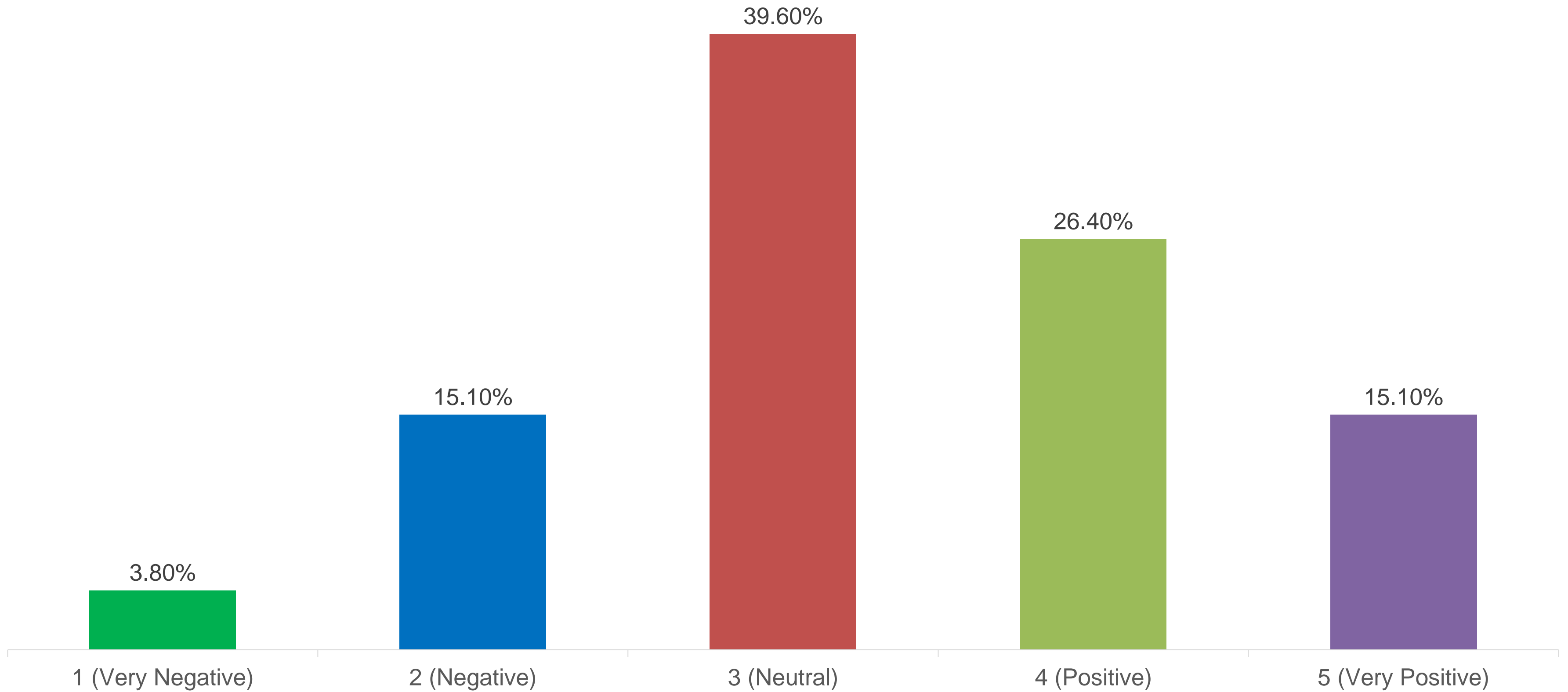


SECTION 2

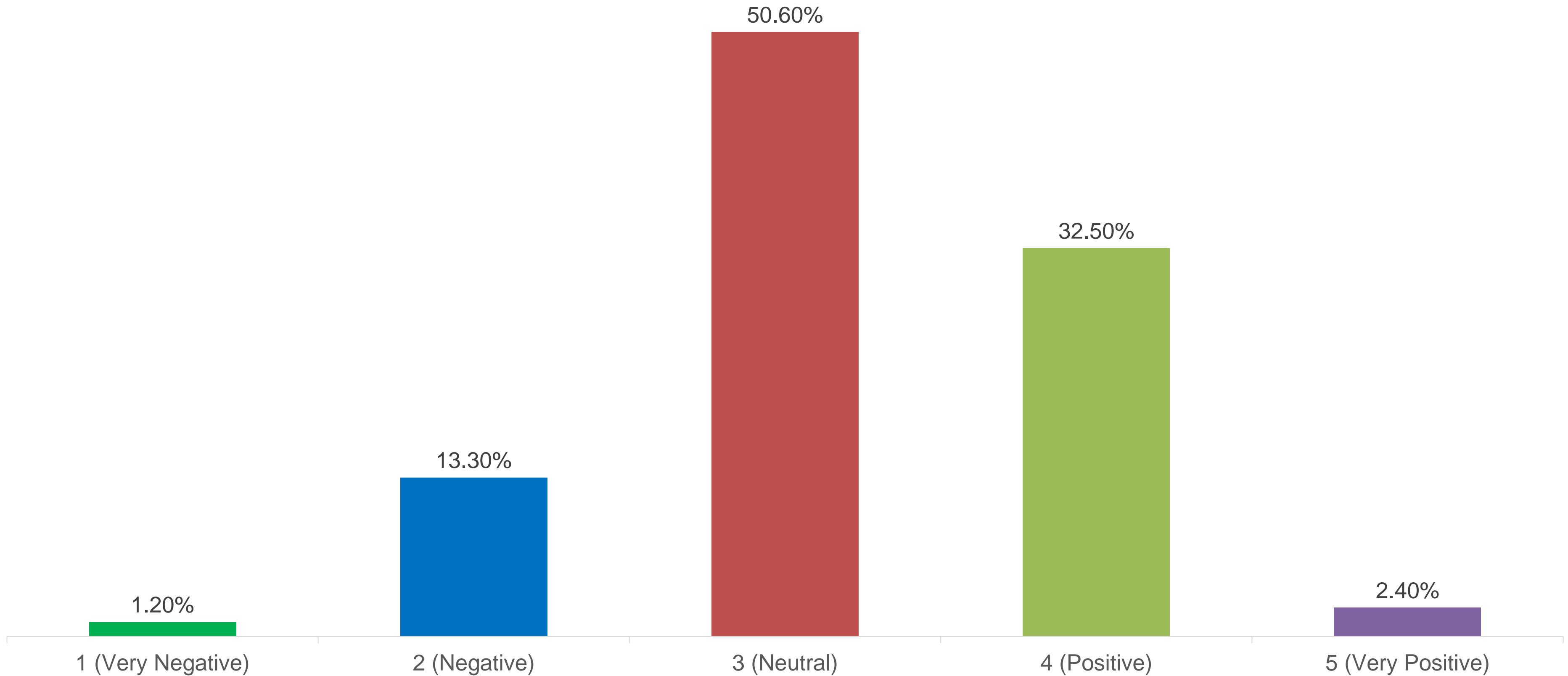
THE CURRENT ECONOMIC

SCENARIO IN GOZO

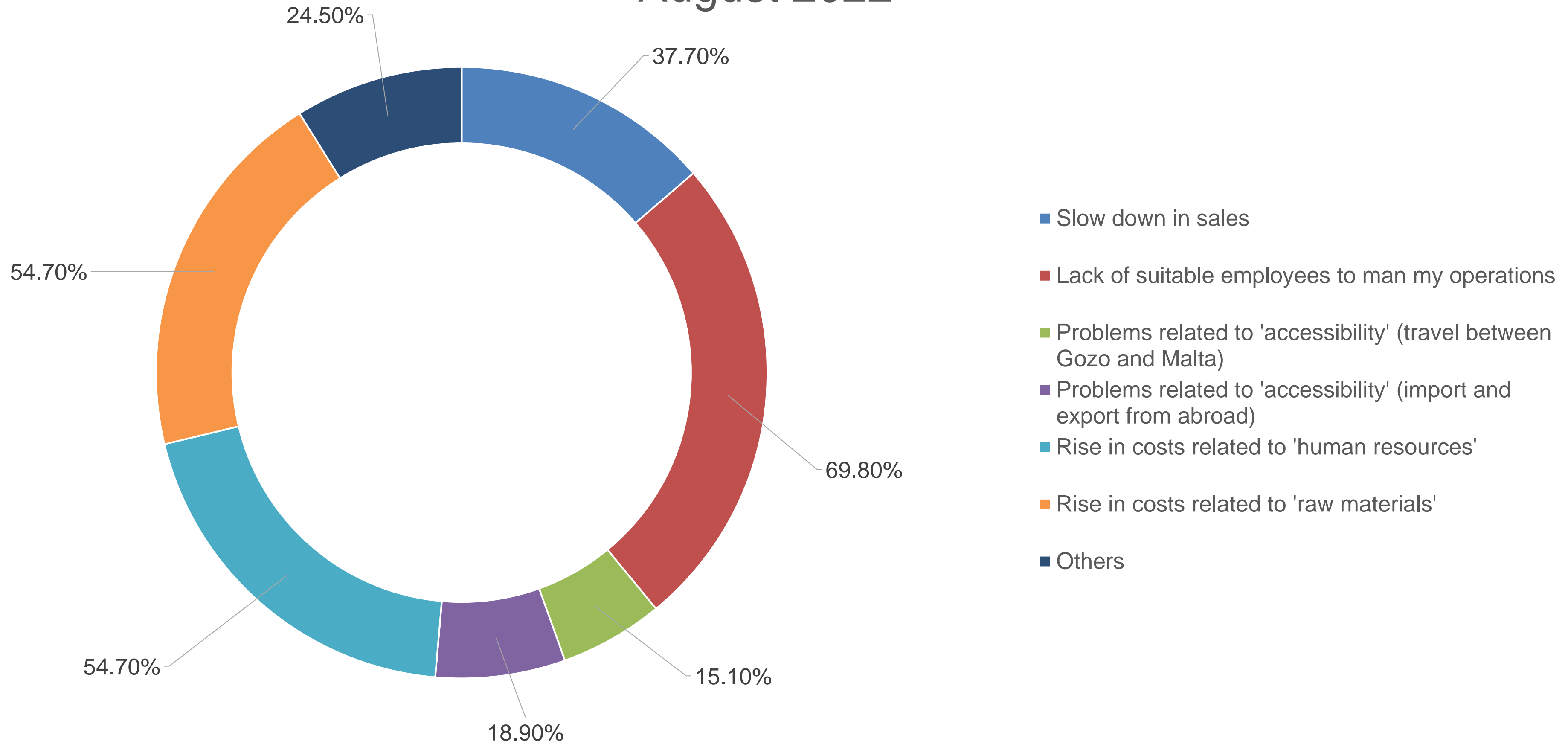
The Current Economic Scenario in Gozo August 2022



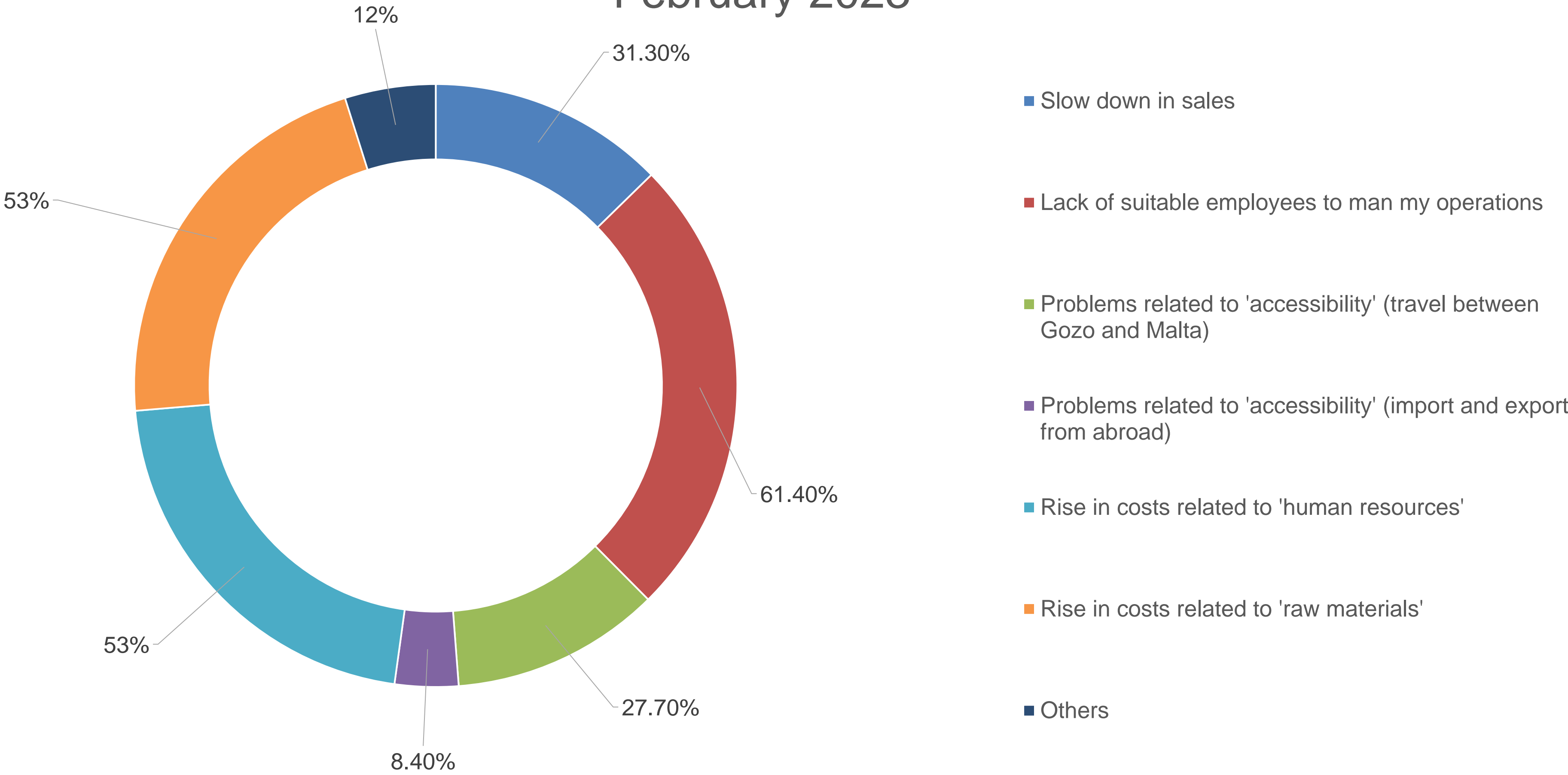
The Current Economic Scenario in Gozo February 2023



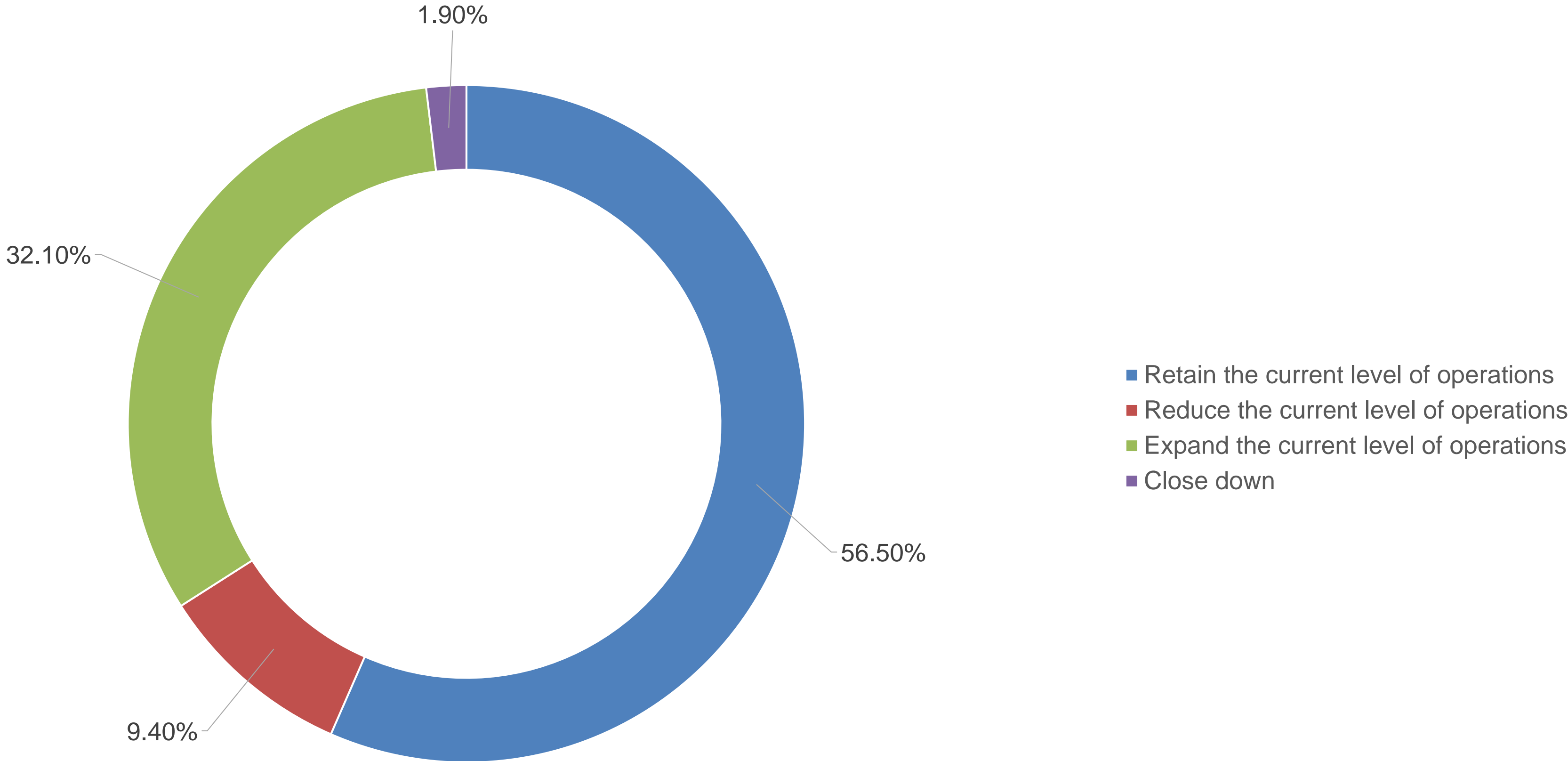
Main difficulties businesses are currently experiencing August 2022



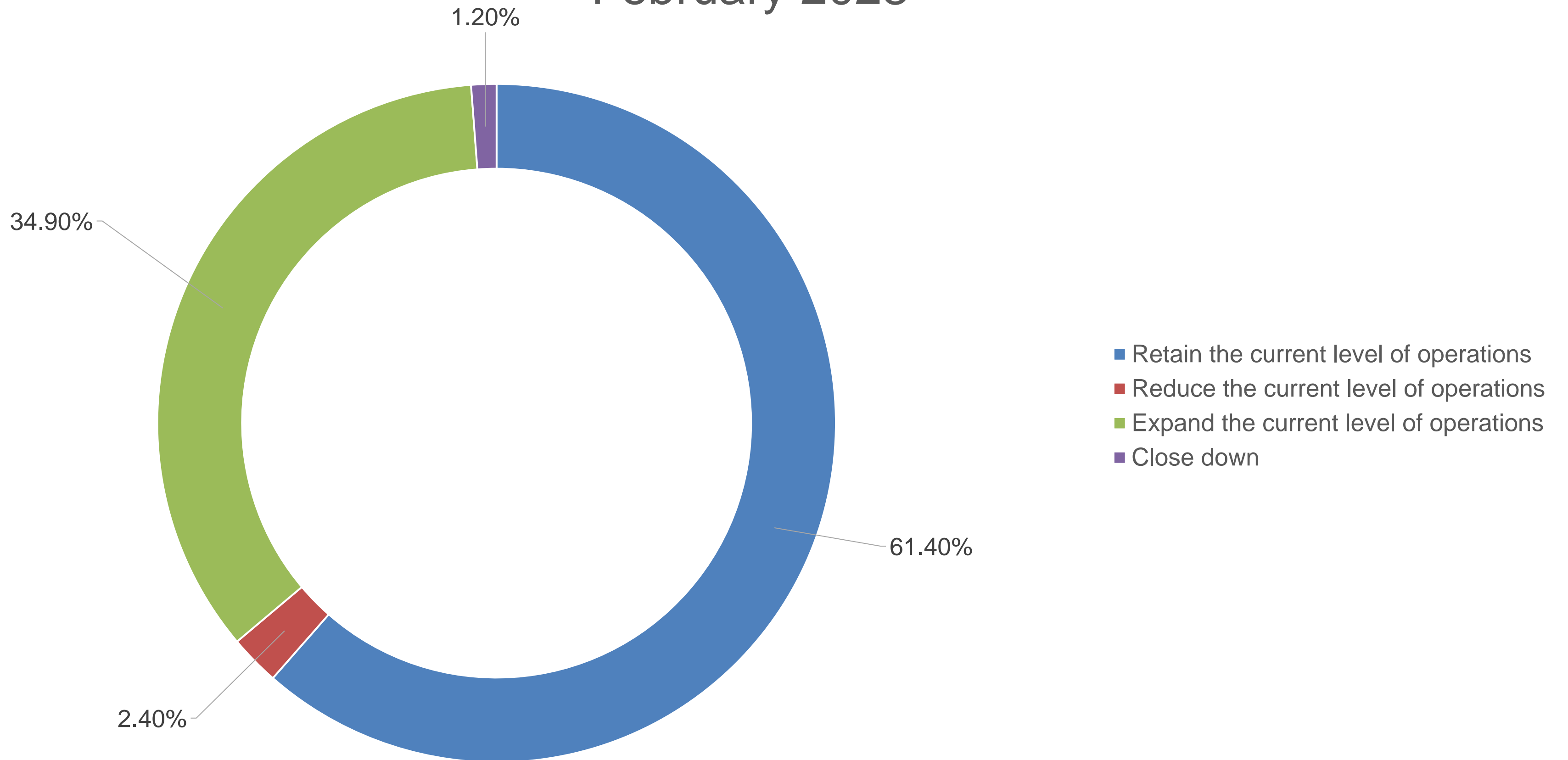
Main difficulties businesses are currently experiencing February 2023



Plans for the Upcoming Future August 2022

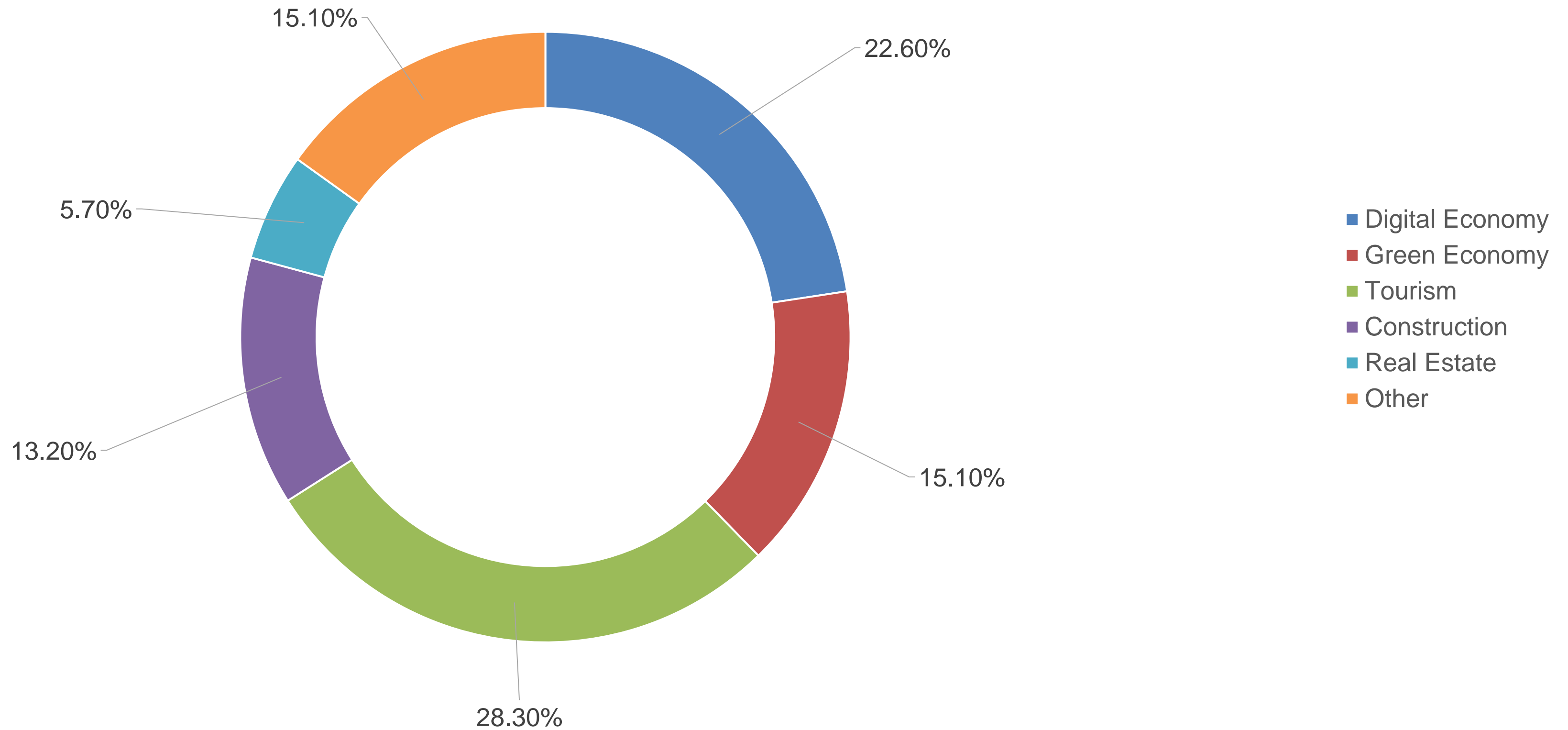


Plans for the Upcoming Future February 2023



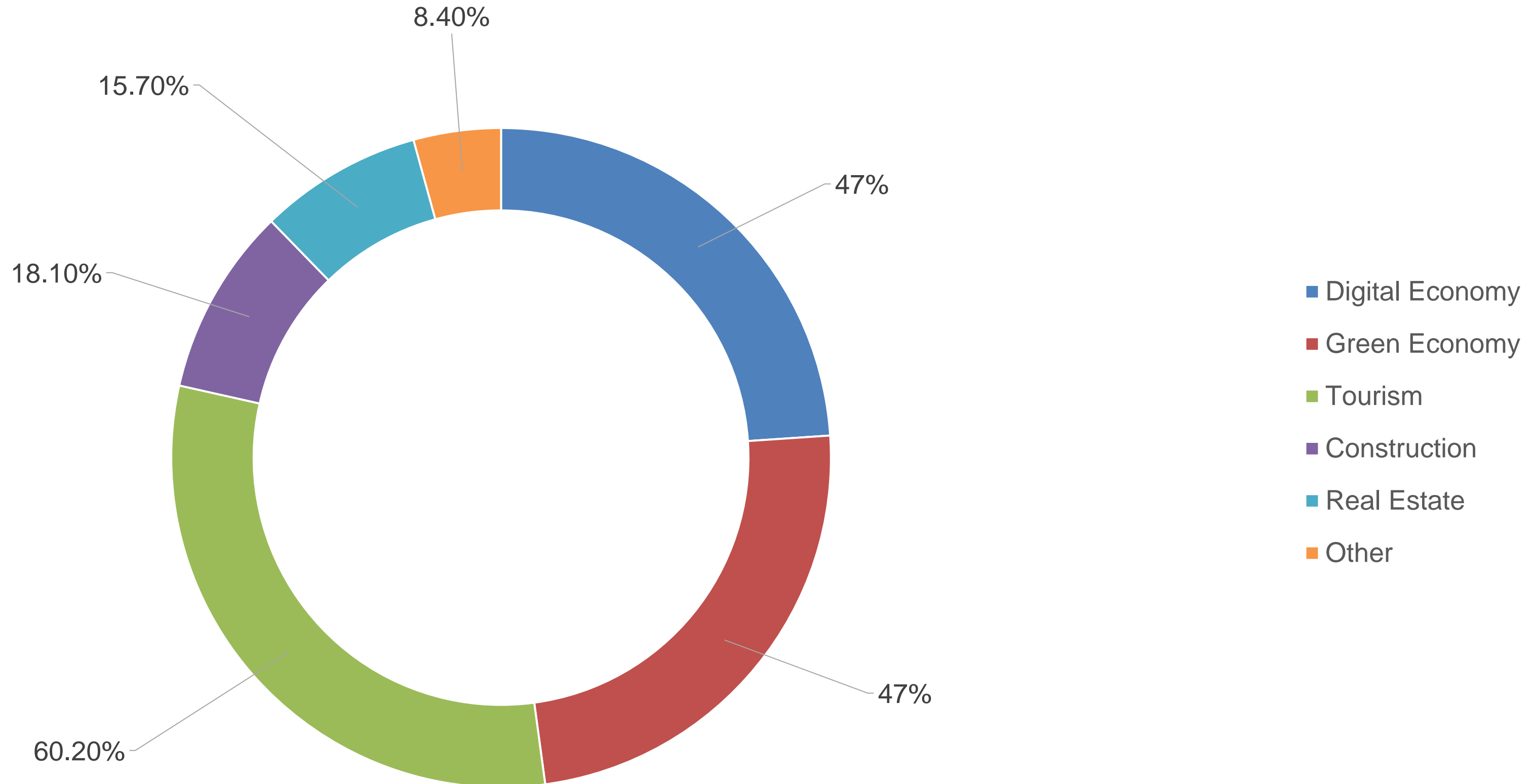
The Future of the Gozitan Economy

August 2022



The Future of the Gozitan Economy

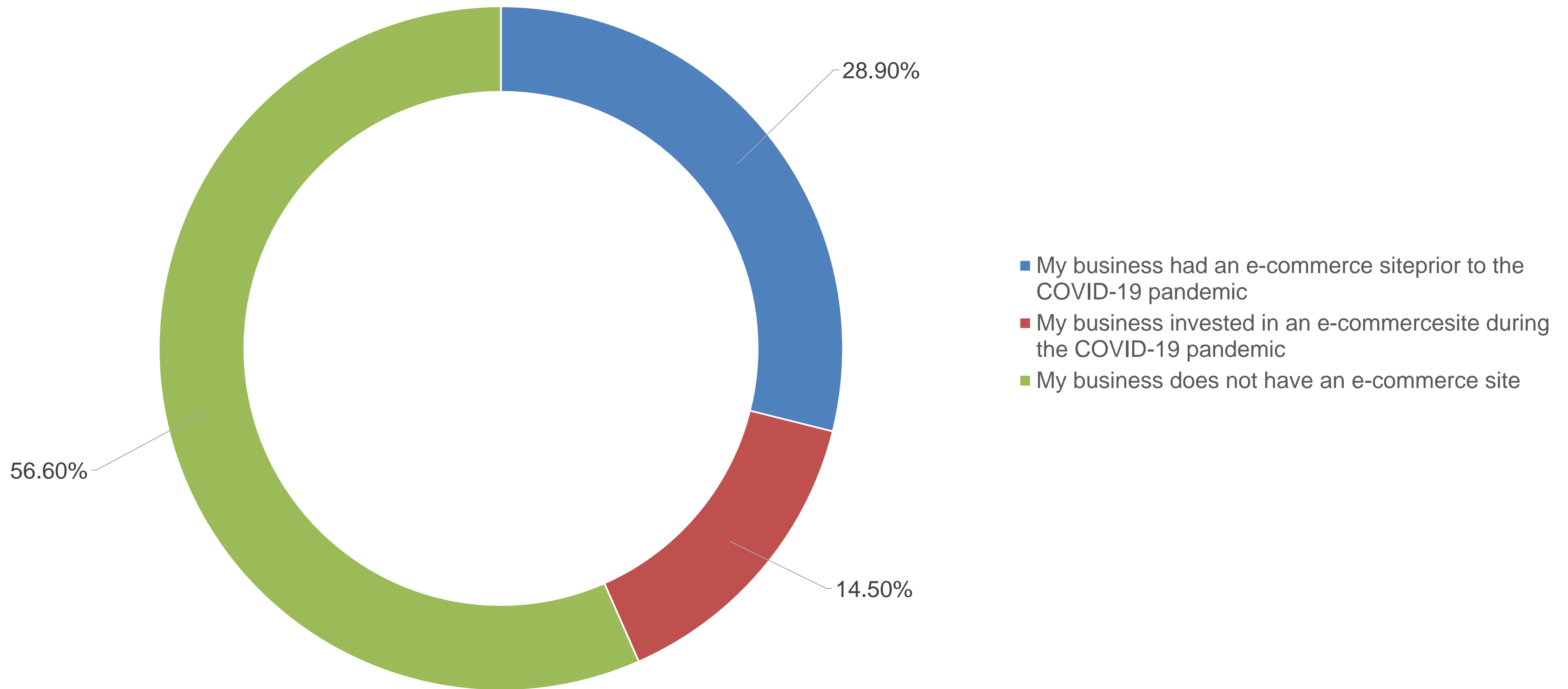
February 2023



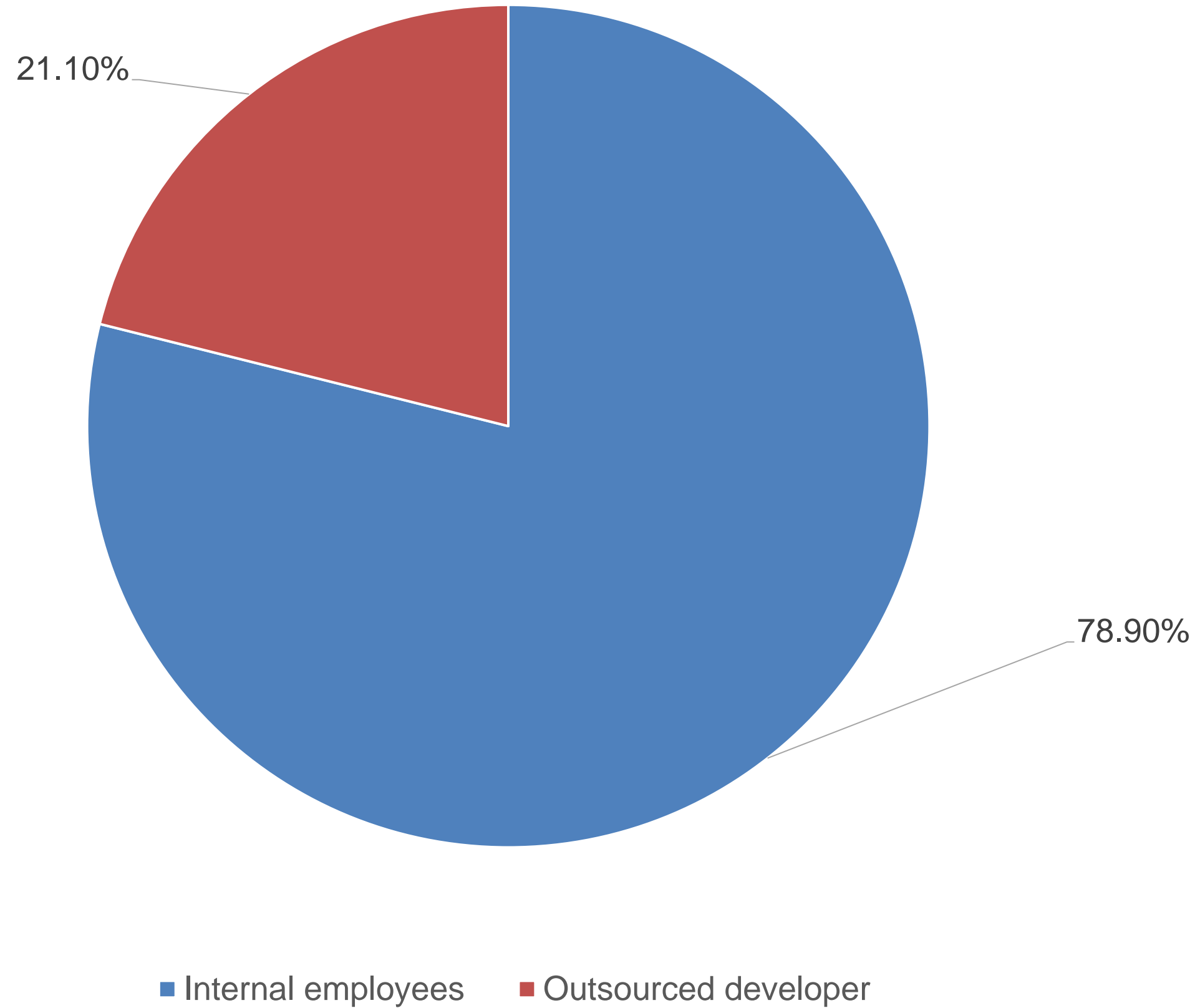


SECTION 3
E-COMMERCE WITHIN
YOUR BUSINESS

Invest in an e-commerce site February 2023



Who is responsible for the e-commerce content February 2023

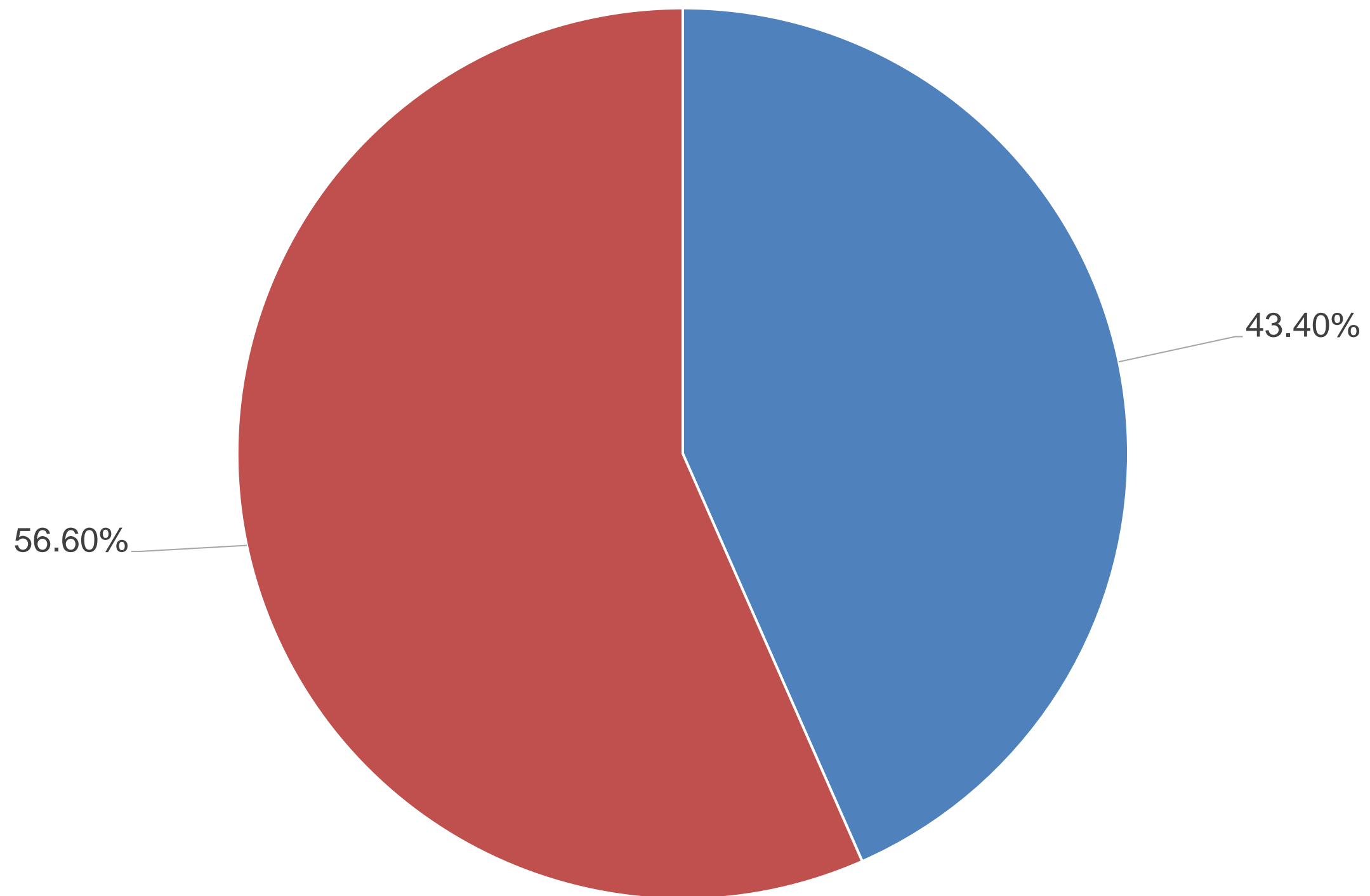




SECTION 4

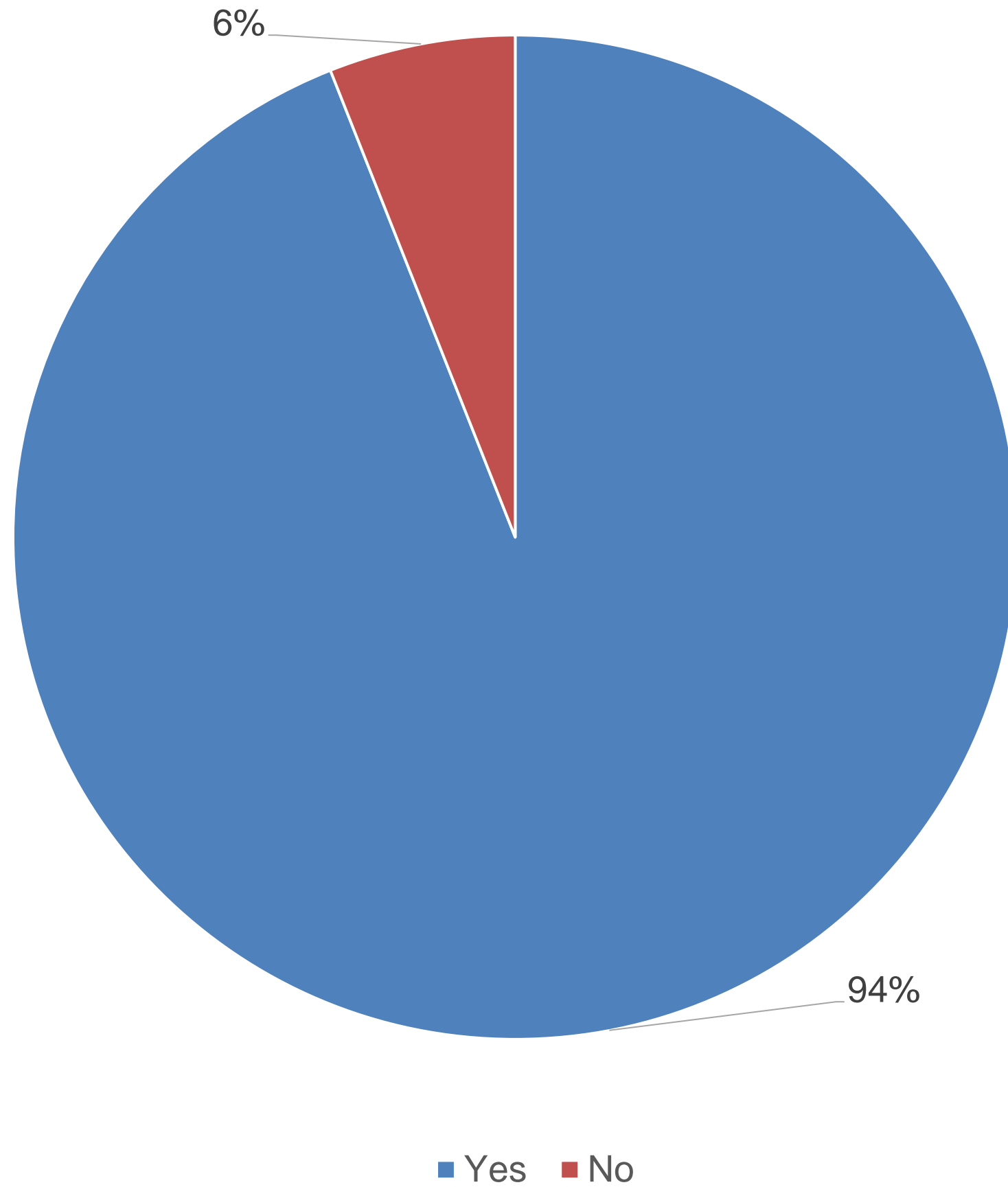
FAST FERRY SERVICE

Fast Ferry Usage for Business Purposes February 2023



■ Yes ■ No

Is the fast ferry service essential? February 2023



CONCLUSIONS

- Overall the current economic scenario in Gozo as envisaged by the respondents is a stable one, with the second most majority having a positive outlook.
- The three major difficulties experienced by businesses in Gozo are: (a) the lack of suitable employees, and the rise in costs related to (b) human resources, and (c) raw materials.
- Other major concerns however, which emanated from this survey, included those related with over development, and the overreliance of the Gozitan economy on economic sectors such as construction and the tourism industry.

CONCLUSIONS

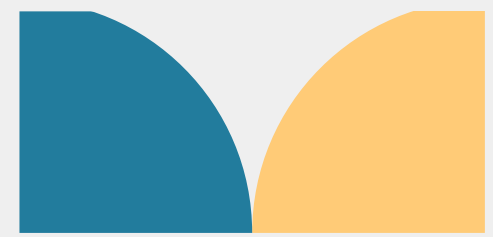
- Sustainable mobility also featured as an important issue among respondents.
- The diversification of the Gozitan economy was also highlighted as the way forward with important solutions being put forward by respondents.
- As regards e-commerce the take-up among businesses is still not significant and when there is take-up this is still conducted by employees within the same business.
- Accessibility remains important for Gozitan businesses, and though the majority (56.6%) did not use the ferry service for business purposes, the majority (94%) thought this was an essential service.

POLICY OPTIONS

- Develop a regional economic policy focused on distinct economic niches.
- Prioritise the upgrading of Gozo's electricity infrastructure to sustain the shift towards sustainable mobility.
- Shift towards making Gozo independent when it comes to its energy supply through the use of renewables.
- Formulate a regional development plan for the island.

POLICY OPTIONS

- Increase the usage of the fast ferry service among the Gozitan business community through targeted services.
- Services for commercial vehicles between Valletta and Mgarr should be considered. The use of a fast ferry for these type of services should also be considered.
- Increased the usage of e-commerce among Gozitan businesses, by incentivising the creation and use of affordable shared platforms.



THANK YOU

