

EIT Culture & Creativity establishes its presence in Malta, in partnership with Xjenza Malta

EIT Culture & Creativity will operate a dedicated space within Xjenza Malta's headquarters, expanding its initiatives and opportunities in the region.

Malta, 1 December 2025 - EIT Culture & Creativity, the institutional partnership for Europe's cultural and creative sectors and industries, supported by the European Institute of Innovation and Technology (EIT), a body of the European Union, has formalised an agreement with Xjenza Malta – the national governmental agency for research and innovation – to establish a physical presence and contact point in the country.

The new Malta office will operate as part of the EIT Culture & Creativity Regional Hub South, which covers 9 countries across the Mediterranean, and will work in close collaboration with the EIT Community Hub Malta. By providing a local venue for sector stakeholders and hosting dedicated activities, the office will facilitate access to EIT Culture & Creativity's programmes and stimulate new collaborations and project development within the Maltese cultural and creative ecosystem.

Malta has a thriving creative sector, encompassing dynamic communities across cultural heritage, gaming, and film production. This collaboration underscores EIT Culture & Creativity's commitment to nurturing local engagement and building strong ecosystems across Europe.

"Establishing a presence in Malta marks an important step in strengthening our pan-European network of innovation for culture and creativity. By working closely with Xjenza Malta, we are deepening our engagement with a vibrant national ecosystem and creating new opportunities for Maltese organisations, researchers, and creatives to connect, collaborate, and scale their impact across Europe", said **Anette Schaefer**, CEO at EIT Culture & Creativity.

As the national agency responsible for promoting research, technological development, and innovation, Xjenza Malta is a natural partner to advance EIT Culture & Creativity's mission of enhancing the competitiveness and innovation capacity of Europe's cultural and creative sectors.

"We look forward to contributing to the operation of the EIT Culture & Creativity space in Malta. Its presence will reinforce not just the EIT's footprint in Malta, but it will also enhance our diverse portfolio of support services to the wider cultural and creative industry sectors. This is a vibrant industry with considerable potential to tap into R&I funding opportunities and scale up across the EU market", stated **Silvo Scerri**, CEO at Xjenza Malta.

The announcement comes shortly after the EIT and Xjenza Malta signed a new Memorandum of Understanding to launch the EIT Regional Innovation Booster pilot in Malta from 2026, bringing targeted support to startups and scaleups. Together, these initiatives mark a decisive step in strengthening innovation and cross-border expansion across Europe.

-end-

About EIT Culture & Creativity

[EIT Culture & Creativity](#) is the institutional partnership dedicated to transforming Europe's Cultural and Creative Sectors and Industries to become more sustainable, resilient, and competitive. Established in 2023 by the **European Institute of Innovation and Technology (EIT)**, an EU body, the organisation offers funding, knowledge, and tailored support.

As part of Europe's largest innovation ecosystem, we connect research, industry, academia, and cultural institutions to drive systemic innovation. Our vision is to empower the CCSI as a vital force for economic, social, and environmental transformation. Our mission is to drive responsible growth through innovation, education, business creation, and societal impact.

Our initial strategic focus is on five sectors — **architecture, gaming, fashion, cultural heritage, and audiovisual media** — offering targeted support to innovators to scale ideas, translate innovation into impact, and redefine entrepreneurship for the creative economy.

EIT Culture & Creativity operates in over **30 countries**, with its **headquarters in Cologne** and **regional hubs** in Amsterdam, Barcelona, Bologna, Helsinki, Košice, and Vienna.

About Xjenza Malta

Xjenza Malta is the Malta Government Agency acting as the national R&D and Space-funding agency, and the policy development and implementation body in the area of Research, Innovation and Space. Xjenza Malta is entrusted with the updating of the national R&I and Space policy frameworks, overseeing and coordinating R&I and Space-strategy implementation through programming efforts, including the direct management of the national public budgetary allocation for Research, Innovation and Space.

Xjenza Malta manages and implements the FUSION portfolio, thus financing research endeavours across the entire technology-readiness spectrum, providing a multi-million portfolio primarily via grant-based support. Xjenza Malta also hosts the National Contact Point (NCP) network for Horizon Europe, promoting and ensuring Malta's overall successful participation in the EU Framework Programme for R&I and related support schemes, while also representing the Government of Malta within the comitology structure of Horizon Europe. Xjenza Malta manages Malta's participation in an increasing number of R&I Co-Fund Partnerships and is actively engaged in developing and expanding bilateral and multilateral R&I collaborative arrangements, including mobility and funding programs, jointly operated with foreign counterpart bodies.

Media Contact

Christy Drummond

Senior Communication Manager

christy.drummond@eit-culture-creativity.eu | +32 493 82 97 60