

STRENGTHENING TRUST IN THE MALTESE MARKET

MCCAA
STRATEGY
2026-2030

A STRONGER, FAIRER MARKET FOR MALTA

This document provides a high-level overview of the MCAA Strategy 2026–2030 and is intended to communicate the Authority’s strategic direction in a clear and accessible manner. While every effort has been made to ensure the accuracy and clarity of the information presented, this document is a summarised version of the full Strategy and does not replace the official, detailed quality document.

OPENING ADDRESS BY THE EXECUTIVE CHAIRPERSON

Trust in the market is never a given. It must be built, reinforced, and actively protected. Consumers ought to be able to make decisions with confidence, safe in the knowledge that their rights are upheld and that the products and services available to them meet the safety standards they rightly expect. Businesses, for their part, deserve to operate within a framework that is clear, consistent, and fair, one that supports compliance and allows them to compete on an even footing.

This strategy for 2026–2030 sets out how the MCCA will continue to strengthen that trust within a rapidly evolving market. Digitalisation, innovation, and shifting consumer behaviour are reshaping the way markets function. In this environment, our aim is unambiguous: to remain proactive, responsive, and effective.

In the years ahead, we will continue to develop the MCCA into a modern, accessible, and responsive authority. We will offer clearer communication, more timely and efficient services, and a more predictable regulatory environment, whilst maintaining the highest standards of fairness, transparency, and accountability.

This strategy sets a clear and ambitious direction. It reflects our commitment to ensuring that the Maltese market remains fair, transparent, and worthy of the trust placed in it.

This is our promise to you.

Ms Carmen Ciantar

Executive Chairperson
Malta Competition and Consumer Affairs Authority (MCCA)



CONTEXT

The Malta Competition and Consumer Affairs Authority (MCCAA) safeguards consumer rights, promotes fair and effective competition, and ensures that products and services placed on the Maltese market meet established standards. Its work underpins a marketplace where people can shop with confidence and businesses can compete on a level playing field.

This Strategy sets out the Authority's direction for 2026–2030 and the principal areas through which it will fulfil its mandate. It responds to a market that is evolving at pace, driven by expanding e-commerce, emerging product risks, and ever-growing consumer expectations, often at a speed that outstrips traditional regulation.

The Strategy is aligned with Malta's long-term national priorities, including Vision Malta 2050, which emphasises good governance, high-quality public services, and a resilient, future-ready economy. It also reflects the MCCAA's role within the broader European regulatory framework, supporting the functioning of the Single Market by ensuring that products and services in Malta comply with EU requirements and internationally recognised standards.



OUR STRATEGIC FOCUS

STRENGTHENING TRUST IN THE MALTESE
MARKET BY ENSURING FAIRNESS,
TRANSPARENCY AND RELIABILITY

DELIVERED THROUGH THREE CORE AREAS:

01

Knowledge Base & Guidance

Empowering informed decisions.

We provide clear, practical guidance so consumers understand their rights and businesses know how to comply, reducing risk and increasing confidence across the market.

02

Efficient & High-Quality Operations

Delivering faster, better services.

We streamline processes and improve access to ensure quicker responses, clearer communication, and a more reliable experience for both consumers and businesses.

03

Effective & Proportionate Enforcement

Protecting fairness in the market.

We act decisively where it matters, removing unsafe products, addressing unfair practices, and ensuring a level playing field for compliant businesses.

SUPPORTED BY ORGANISATIONAL EXCELLENCE

Together, these pillars deliver tangible, lasting benefits by strengthening the MCCA's capacity to act as an effective, trusted, and forward-looking regulator. Through the integration of robust knowledge, efficient operations, proportionate enforcement, and strong organisational foundations, the Authority will enhance consumer protection, support a level playing field for economic operators, and contribute to well-functioning, competitive markets. The implementation of these pillars will lead to greater stakeholder confidence, improved regulatory outcomes, and stronger institutional resilience, enabling the MCCA to respond proactively and effectively to emerging economic, technological, and regulatory challenges throughout 2026–2030.

PILLAR 1

KNOWLEDGE BASE AND GUIDANCE

This pillar positions the MCCA at the heart of knowledge and public trust, as the source upon which both consumers and businesses can rely to understand their rights, obligations, and the rules that govern the market. The idea is to make information clearer, easier to find, and more relevant to everyday realities, so that consumers can make informed decisions and economic operators can achieve compliance from the very first step.

At the same time, the MCCA must develop a deeper understanding of the Maltese market as it truly is. By drawing on concrete evidence and engaging with stakeholders, the Authority ensures that its guidance, its policy contributions, and its regulatory approach remain grounded in the real-life circumstances of businesses and consumers alike. This makes it more sensitive to local challenges and better placed to deliver solutions that work in practice.

In parallel, the MCCA remains attentive to the coordinated and timely implementation of EU legislation and standards, so that Malta stays aligned with its European obligations and businesses can operate within a stable, predictable regulatory environment.



STRATEGIC OBJECTIVES

1.1 Strengthening public awareness and engagement

This first objective places people at the very heart of the MCCAAs work. The aim is for information and knowledge to cease being something abstract or hard to come by, and instead become practical, clear, and easy to use. When consumers have a clear grasp of their rights, they can make decisions with greater confidence and are far more likely to seek protection when they need it. Equally, when businesses receive clear and timely guidance, they can operate with greater certainty and embed compliance into their practices from the outset.

Through education, communication, and meaningful public engagement, the MCCAAs aims to make regulation something that is understood and applicable to everyday life. Information stops being merely a rule on paper and becomes a tool that genuinely helps people and businesses operate more safely and responsibly.

At the same time, the MCCAAs is working to better understand the realities of the local market. By using concrete evidence and engaging with stakeholders, the Authority ensures that its guidance, its policy contributions, and its regulatory approach remain tied to real needs and challenges. To make all of this work effectively, the MCCAAs will also ensure that EU legislation and standards are implemented in a coordinated and timely manner. In this way, the Authority not only delivers information but it also builds a culture of knowledge, trust, and shared responsibility in the Maltese market.

1.2 Strengthening market knowledge and insight

To regulate effectively, you must truly understand the market you are regulating. This objective gives the MCCAAs the tools to look beyond the letter of the law and get to the heart of how the Maltese market actually functions in practice including what the habits of businesses are, what is changing, and where new risks or challenges might emerge.

When regulatory decisions are based on real evidence and on how the market genuinely behaves, they become more targeted, more proportionate, and far more effective. Rather than a one-size-fits-all approach, the MCCAAs will be able to respond to what is actually happening: emerging trends, practices that may put consumers at risk, or areas where businesses require more guidance.

Through structured market studies and systematic analysis, the MCCAAs will build a stronger evidence base, one that serves as a foundation for its guidance, its enforcement, and its policy development. This makes it better placed to adapt to shifting market conditions and ensures that its actions remain relevant, responsive, and effective. Ultimately, this approach gives the MCCAAs the ability to view the market with greater clarity and a deeper understanding.

1.3 Improving understanding of product safety

Product safety is part of our daily lives — from the items we buy for our families to the products we use at home. When consumers have a clear understanding of safety risks and protections, they can make smarter choices and feel more confident when they encounter warnings, product recalls, or new risks that arise in the market.

The MCCA needs to make this awareness more accessible and more relevant. Through targeted campaigns, safety alerts, and communication grounded in what is genuinely found in the market, the Authority ensures that its messages are timely and address the real risks that may affect consumers.

This approach serves not merely to inform but to build a culture of prevention. When people know what to look for and how to respond, the entire market becomes safer and more trustworthy. In this way, the MCCA's communication becomes an essential part of consumer protection, helping to prevent harm and strengthening confidence in the products we use every day.

1.4 Strengthening implementation of EU legislation

The MCCA plays a central role in how European policy becomes reality in Malta. It is the bridge between what is discussed and decided at EU level and what is ultimately implemented in the country. By actively engaging local stakeholders and bringing its technical expertise to the dialogue with the European Commission, the Authority ensures that Malta's voice and experience are reflected in the legislation being crafted.

When European laws reach the national level, the MCCA works to ensure they are implemented fully, consistently, and on time. This not only protects consumers by giving them earlier access to enhanced standards and protections, but also gives businesses regulatory certainty, the certainty that enables them to plan, invest, and operate with confidence in a predictably functioning European Single Market.

Through this approach, the MCCA helps Malta to remain aligned with European developments, whilst ensuring that implementation is tailored to local realities. Legislation stops being merely a formal obligation and becomes a tool that genuinely improves the lives of consumers and strengthens the operating environment for businesses.

1.5 Promoting alignment through standards

Standards are like a map that guides both consumers and businesses towards better quality, safety, and performance. When Malta adopts European and international standards in a timely manner, it ensures that these globally recognised benchmarks are available and accessible to all and that Maltese businesses can operate at the same level of quality as their counterparts elsewhere.

As the national standards body, the MCCA is the country's principal point of reference. It coordinates the adoption, publication, and promotion of EN and ISO standards, ensuring that these reach industries and professionals in a clear and structured manner. This gives businesses unambiguous direction on what best practices look like and how to achieve them.

The technical work underpinning these standards is essential. Through technical committees and active participation in European and international standardisation processes, the MCCA ensures that Malta remains aligned with continually evolving technical and regulatory developments. This not only strengthens regulatory coherence but also builds market confidence and supports the innovation and competitiveness of Maltese businesses.

1.6 Reducing exposure to infringement risks

Prevention is always better than cure and this holds just as true for regulation. When Malta is proactive in the way it implements and tracks its obligations towards the European Union, it protects itself from the legal and financial risks that can arise from non-compliance. By anticipating deadlines, closely monitoring obligations, and addressing potential gaps before they escalate, the MCCA keeps regulatory frameworks stable and uninterrupted.

This approach makes a real difference for both consumers and businesses. Consumers benefit from consistent and reliable protections, whilst economic operators enjoy certainty and predictability, essential elements for planning, investing, and operating without disruption or sudden regulatory change.

To make all of this work effectively, the MCCA is strengthening its internal coordination. Through centralised tracking, early risk identification, and enhanced collaboration between teams, the Authority adopts a preventive approach that not only reduces exposure to infringement but also safeguards institutional credibility and strengthens sound governance and legal certainty. Ultimately, this approach makes Malta's regulatory system more stable, more predictable, and more resilient to the benefit of the country as a whole.

1.7 Improving policy coordination and submissions

When the MCCA provides clear, structured, evidence-based contributions, it lays a stronger foundation for decisions taken at national level. This means that policymakers have a more accurate picture of regulatory realities, as well as a deeper understanding of both the local and international context.

The benefits of this approach are felt on both sides of the market. Consumers benefit from policy that is practical, protective, and grounded in the real conditions of everyday life. Economic operators, for their part, gain clarity and predictability, essential elements for planning and operating with confidence in an evolving environment.

To ensure its contributions are consistently of the highest calibre, the MCCA is improving the planning, coordination, and quality assurance of its briefing notes and policy submissions. This ensures that its positions are not only timely, but also substantive and robust enough to make a genuine difference in policy dialogue. In this way, the MCCA continues to strengthen itself as a reliable and credible partner in the shaping of national policy, ensuring that the regulatory voice is always informed, consistent, and relevant.

PILLAR 2

EFFICIENT AND HIGH-QUALITY OPERATIONS

This pillar shines a light on how the MCCA can work more efficiently, more consistently, and more closely attuned to the needs of the people it serves. The aim is for services to be not only accessible, but also timely, reliable, and of the highest quality for both consumers and economic operators alike.

When processes are clear and straightforward, everyone benefits. By improving the way services are delivered, simplifying procedures, and maintaining high quality standards, the MCCA ensures that its operations remain responsive and capable of meeting the needs of its stakeholders. This includes improvements in how complaints are handled and disputes resolved, as well as the strengthening of the technical and regulatory services upon which many sectors depend.

Ultimately, all of these improvements lead to a more efficient, more user-focused service experience.



STRATEGIC OBJECTIVES

2.1 Strengthening merger control processes

When the MCCA reviews mergers with care, clarity, and without unnecessary delay, it is protecting the interests of consumers. This ensures that the market remains one where genuine choice, good quality, and fair prices prevail, elements that make a direct difference to people's everyday lives. At the same time, businesses benefit from a system that operates predictably, with clear rules and timely decisions, allowing them to plan, invest, and grow with confidence.

By using more structured review processes, offering early guidance to companies, and adopting modern digital tools, the MCCA is building a system that is transparent, predictable, and proportionate. This approach makes the merger control process more efficient and easier to navigate, whilst strengthening competition and supporting economic stability.

Ultimately, all of this strengthens confidence in Malta's regulatory framework.

2.2 Improving complaint handling and dispute resolution

When complaints are handled swiftly, impartially, and with genuine commitment to resolution, people feel heard and respected. A service that focuses on solving problems rather than prolonging conflict gives consumers a more positive experience and makes it easier to obtain redress when something goes wrong. At the same time, businesses benefit from clear, structured processes that encourage early and fair resolution for all parties.

The MCCA is working to make this process more efficient and more professional. Conciliation systems are being strengthened, workflows simplified, and clear case-management procedures introduced to resolve issues more quickly and with better outcomes. Early assessment, trained case officers, and modern digital tools make the process more consistent and easier to navigate.

Continuous performance monitoring and ongoing process improvement make a real difference. This approach strengthens public trust, increases transparency, and reduces the need for more formal and costly legal proceedings. The result is a consumer protection system that is more efficient, more reliable, and more focused on real solutions that bring genuine peace of mind.

2.3 Strengthening technical guidance to economic operators

Providing clear technical guidance before a product reaches the market means that many problems can be avoided before they arise. When businesses understand safety, regulatory, and compliance requirements from the outset, they can address potential issues during design and production, rather than after the product is already on the shelves, when corrections are more costly and more complicated.

For businesses, this means clarity and certainty. For consumers, it means safer, more reliable products from day one. The MCCA supports all of this through structured technical advice, streamlined procedures, and consistent guidance that raises the overall quality of products entering the market.

This is particularly important in the case of biocidal products such as disinfectants and pest-control solutions, where proper authorisation by the MCCA gives people the confidence that what they use in their homes is safe, effective, and in compliance with the law. Through this approach, the MCCA helps to create a market where quality begins at the very first step, and where consumers can trust what they buy.

2.4 Supporting compliant market operations

When businesses have strong internal processes, both quality and management systems, the whole market benefits. A company that builds compliance in from the outset is already on a safer path: products are designed and manufactured in accordance with the required standards, and problems are avoided before they reach the consumer. Where these systems meet regulatory requirements, the MCCA can formally recognise them, a step that gives businesses greater certainty and reduces unnecessary administrative burdens.

For businesses, this means they can bring products to market more efficiently and with fewer obstacles. For consumers, it results in products that consistently meet the required standards. The MCCA supports this through clear criteria, transparent assessments, and straightforward procedures that make the recognition process easier to understand and more accessible.

This approach is also aligned with European legislation, ensuring that recognition is legally valid and proportionate. In areas covered by EU harmonisation rules, the MCCA will consider and where appropriate, promote the use of conformity assessment modules based on quality systems, to help businesses align their internal systems with regulatory requirements. By simplifying the work, improving communication, and raising awareness of this recognition framework, the MCCA encourages more operators to make use of this service. Over time, recognition outcomes also become an important tool for risk classification and inspection planning.

2.5 Enhancing authorisation processes for regulated products

Ensuring that biocidal products are safe and effective is not merely a regulatory requirement — it is an essential step in protecting people's health, their homes, and the environment. As the responsible national authority, the MCCAAs examines these products carefully before they reach the market, verifying that they meet all required safety and performance standards. This gives consumers the peace of mind that the disinfectants, pest-control products, and similar items they use daily are reliable and fully compliant with the law.

For businesses, this means a clear, predictable, and dependable authorisation process. Structured assessments, transparent procedures, and robust scientific and technical analysis help companies understand precisely what is required, thereby reducing uncertainty and avoiding unnecessary delays. This approach makes it easier to bring products to market legally, efficiently, and responsibly whilst at the same time supporting public health and the smooth functioning of the internal market.

To keep the system efficient and sustainable, the MCCAAs is continuing to refine its processes. This includes more effective case management, expedited assessments where possible, continuous performance monitoring, and the responsible use of cost-recovery mechanisms to ensure the service remains viable in the long term. The result is a safer market, stronger compliance, and greater confidence from both consumers and economic operators.

2.6 Strengthening type approval processes

Road safety begins before a vehicle leaves the factory. It is essential that motor vehicles and their components meet the required safety, environmental, and technical standards to protect everyone. As Malta's type-approval authority, the MCCAAs examines these vehicles and related systems before they enter the Maltese and EU markets, verifying that they comply with all applicable rules. This gives consumers the confidence that the cars they purchase are safe, reliable, and environmentally responsible.

For manufacturers and importers, this means a clear and trustworthy approval process. The MCCAAs provides a structured and predictable pathway that helps them bring compliant vehicles to market efficiently and legally, whilst also strengthening the free movement of approved vehicles across the European Union. Through robust technical assessments, transparent procedures, and close coordination with national and industry stakeholders, the Authority ensures that only vehicles meeting the required standards reach consumers.

By keeping approval processes streamlined, offering clear guidance, and strengthening the links between type-approval and market surveillance, the MCCAAs helps businesses understand precisely what is expected of them. This approach maintains a high level of safety and compliance, whilst improving service accessibility and strengthening regulatory certainty. The outcome is a safer, more transparent, and more trustworthy vehicle market — for consumers, for industry, and for the country as a whole.

2.7 Ensuring sustainable delivery of technical services

Technical services are the hidden engine that keeps the market running safely, fairly, and reliably. Whether it is calibration ensuring precise measurement, standards helping businesses meet requirements efficiently, certification confirming that products and services can be trusted, or laboratory testing verifying safety and compliance — all of these form the backbone of a modern, responsible market. They help to protect consumers, support honest businesses, and ensure that what enters the market meets the expectations required of it.

The MCCA works to ensure these services remain efficient, modern, and accessible. By improving workflows, strengthening governance, and adopting digital tools, the Authority ensures that testing, certification, calibration, and standardisation services remain timely, reliable, and of the highest quality. This also allows for more efficient use of equipment and resources, whilst maintaining strong accreditation and full impartiality.

The aim is a service that not only works well today, but remains sustainable in the long term. This means the MCCA will continue to refine its processes, monitor performance, and use cost-recovery mechanisms responsibly — without compromising standards or quality. The result is a safer, more transparent, and more trustworthy market, where both consumers and economic operators can rely on technical services that are professional, consistent, and sustainable.

PILLAR 3

EFFECTIVE AND PROPORTIONATE ENFORCEMENT

This pillar places the emphasis on how the MCCA can deliver enforcement that is consistent, risk-based, and proportionate, enforcement that protects the market without creating unnecessary burdens. The aim is to strike the right balance: encouraging compliance and good practice, whilst taking firm and decisive action when required.

The Authority will focus on the areas that carry the highest risk and greatest impact on consumers and businesses. This means stronger market surveillance, faster response times, and more effective coordination across enforcement activities. Every step must be proportionate, transparent, and in keeping with due process, so that enforcement is both fair and effective.

Through this approach, the MCCA strengthens its mission to protect the integrity of the market. This helps to reduce misconduct, prevent practices that harm consumers, and ensure that businesses operating in good faith are not placed at a disadvantage. The ultimate aim is a fairer, safer, and more trustworthy market — where enforcement is carried out intelligently, proportionately, and with a clear focus on what genuinely matters.



STRATEGIC OBJECTIVES

3.1 Strengthening competition enforcement

A market that embraces fair competition is a market that remains healthy and offers opportunity for all. When concerns arise about potentially anti-competitive behaviour, the MCCA is responds with seriousness and rigour. The first step is always a preliminary assessment: the Office for Competition considers whether the complaint falls within its mandate and whether there is sufficient robust information to warrant further exploration. If it appears that there is something meriting closer examination, the Office may open a formal investigation, using requests for information or even inspections to understand what is truly happening in the market.

Should the investigation produce serious indications that competition rules may have been breached, the Director General may refer the case to the Civil Court (Commercial Section). There, the Court decides whether an infringement has occurred and, where appropriate, orders remedies or imposes administrative fines. This entire process is designed to ensure that businesses compete on a fair basis and that consumers benefit from fair prices, greater choice, and more innovation.

To keep this framework functioning effectively, the MCCA is strengthening itself internally: improving the way it assesses complaints, prioritising cases with the greatest impact on consumers and the economy, and using its investigative powers responsibly and proportionately. Clearer procedures, well-trained staff, and transparent processes help ensure that enforcement remains fair and rigorous. When complaints are handled more efficiently and investigations conducted more precisely, the MCCA not only strengthens public confidence, but also helps to sustain a competitive market that works for the benefit of everyone — consumers, businesses, and the Maltese economy as a whole.

3.2 Strengthening consumer protection enforcement

A safe and fair market for consumers does not come about by chance. It requires robust enforcement. Consumer protection rules cannot remain merely words on paper; they must be respected in everyday practice. The MCCA therefore actively monitors the market, carries out inspections, and intervenes when businesses fall short of the rules. This helps to maintain fair trading, transparency, and accountability across every sector.

A risk-based approach means that enforcement is focused on what matters most. Consumers are protected from unfair practices, whilst businesses receive a clear signal as to the standards they are expected to meet. This approach strengthens confidence in the market and encourages companies to comply voluntarily, because they know that oversight is fair, consistent, and credible.

To keep compliance levels high, the MCCA is strengthening its inspections and monitoring, using data to identify higher-risk areas, and responding promptly when issues arise. Clear guidance and awareness campaigns help businesses understand their obligations, whilst a structured inspection framework ensures that resources are used where they make the most difference. Simpler reporting and clearer follow-up processes make it easier to track improvements, and inspection data analysis helps to inform better policies and more effective enforcement over time. Together, these efforts create a safer, more transparent, and more trustworthy market, one where consumers feel protected and responsible businesses can thrive.

3.3 Promoting early resolution of infringements

Addressing problems early is one of the most effective ways to protect consumers and maintain a fair market. When the MCCA intervenes at an early stage, it can work directly with businesses to remedy issues before they escalate into formal investigations. This approach makes solutions faster and more proportionate, whilst ensuring that all legal safeguards are respected. Consumers benefit from quicker redress and less risk of harm, and businesses benefit from a system that prioritises cooperation and correction over unnecessary penalties.

By using a clear legal framework, defined early-resolution processes, and constructive dialogue, the MCCA strikes the right balance between deterrence and collaboration. This makes enforcement more efficient, encourages voluntary compliance, and ensures that regulatory resources are used where they are most needed. At the same time, the Authority remains firm and decisive in cases of serious or repeated infringement, to protect the integrity of the system.

To support this approach, the MCCA is strengthening its early intervention tools, establishing clear criteria for voluntary compliance, and ensuring that legal advice is available from the outset. A standardised framework of agreements and templates makes the process more transparent and consistent. Together, these efforts create a fairer and more efficient enforcement system — delivering faster outcomes for consumers and clearer expectations for businesses.

3.4 Improving market surveillance

Targeted market surveillance is crucial to keeping consumers protected, because it directs attention to where risks are highest. When the MCCAAs use a risk-based approach to inspections, sampling, and testing, it can quickly identify dangerous or non-compliant products and take action before harm is done. This means hazardous goods are removed from the market more swiftly, whilst responsible businesses benefit from a fairer environment where everyone is expected to meet the same standards.

By working closely with European partners and making full use of surveillance data, the MCCAAs strengthen both its enforcement and its prevention. The knowledge gained from inspections feeds directly into clearer guidance for businesses, helping them better understand their obligations and avoid problems in the future. This creates a cycle of continuous improvement that strengthens consumer protection, supports fair operators, and builds confidence in the market.

To keep this system effective, the MCCAAs are expanding its focus on higher-risk products and emerging trends, improving the way inspections are planned, and offering clearer compliance information to businesses. Targeted corrective actions, voluntary compliance checks, and recognition of operators who consistently meet all standards contribute to a safer, more transparent, and more reliable market for everyone.

3.5 Ensuring timely market intervention

Removing dangerous or non-compliant products from the market swiftly is crucial to keeping consumers protected. When the MCCAAs act quickly and coordinate their response effectively, it reduces the time during which people may be exposed to risk and demonstrates that regulatory oversight works in practice. This directly protects consumers, whilst also giving responsible businesses the reassurance that the market is being monitored fairly and consistently.

By streamlining surveillance processes, using clear escalation procedures, and prioritising actions according to the level of risk, the MCCAAs ensure that the speed of intervention is proportionate to the seriousness of the threat. This balanced approach strengthens public safety, supports fair operators, and reinforces confidence in the Authority's capacity to act when it matters most.

To improve response times and maintain proportionate, evidence-based action, the MCCAAs are improving end-to-end workflows, strengthening early risk assessment, and improving coordination between inspection, legal, and communications teams. Digital tools will support faster case management, clearer alerts, and better engagement with consumers. Together, these efforts help to create a safer, more transparent, and more reliable market for everyone.

3.6 Strengthening compliance in legal metrology

When weights and measures are accurate, people can feel confident that they are receiving precisely what they have paid for in both quantity and value. Reliable oversight also protects honest businesses, ensuring that everyone competes on equal terms. Through structured inspection programmes, regular verification, and targeted enforcement, the MCCA helps to prevent abuses and keeps everyday commercial transactions fair and transparent.

By improving the way inspections are planned and carried out, strengthening calibration and verification processes, and offering clear guidance to those who use measuring instruments, the MCCA supports both accuracy and compliance. Data gathered from inspections is used to identify higher-risk areas, enabling the Authority to focus its efforts where they make the greatest difference. These actions protect consumers, strengthen responsible operators, and build confidence in the integrity of the market.

3.7 Ensuring compliance in regulated sectors

Ensuring the authenticity of precious metals and gemstones is, ultimately, a matter of trust. When consumers purchase jewellery or high-value items, they need to be certain that what they are paying for is genuine and of the quality represented. By preventing fraud and misrepresentation, the MCCA helps people to buy with greater peace of mind, whilst also protecting the jewellers and honest traders who work within the rules.

Through risk-based inspections, hallmarking checks, and targeted follow-up, the MCCA provides robust yet proportionate oversight in this specialised sector. Clear criteria and consistent enforcement help to maintain high standards, whilst guidance and support make it easier for traders to comply. This approach strengthens confidence in Malta's high-value markets and protects the integrity of trade in precious metals and gemstones.

To keep this confidence intact, the MCCA is improving its inspection programmes, offering clearer guidance on hallmarking, and conducting follow-up checks where problems have previously been identified. Coordination with enforcement and legal teams ensures that serious cases are handled appropriately. Together, these efforts protect consumers, support legitimate businesses, and strengthen confidence across the sector as a whole.

TRANSVERSAL PILLAR

ORGANISATIONAL EXCELLENCE

Organisational excellence is the foundation upon which the MCAA builds a high-quality, reliable, and efficient service. This pillar focuses on sound governance, a capable and motivated workforce, modern operational systems, and a culture built on professionalism, accountability, and transparency. By investing in its people, in digital transformation, in robust financial management, and in strong internal structures, the Authority strengthens public trust and ensures it is always ready to meet evolving regulatory and market expectations.



TP1. Strengthening Public Visibility and Brand Reputation

Building public awareness and trust is essential so that consumers and businesses understand the Authority's role and feel confident using its services. Clear communication, transparent outreach, and meaningful engagement help people to make informed decisions and encourage voluntary compliance. Improving the accessibility of information, monitoring public perception, and proactively addressing reputational risks all contribute to a more visible and more trustworthy Authority.

TP2. Strengthening Workforce Capacity, Stability, and Equality

A trained, motivated, and stable workforce is the key to the MCCA's effectiveness. Continuous training, career development, and wellbeing initiatives ensure that employees are equipped to meet regulatory challenges. The Authority is committed to creating a respectful, inclusive, and gender-neutral working environment, free from discrimination or bias. Retaining experienced staff helps to preserve institutional knowledge and continuity, whilst the goal of achieving the Equality Mark Certification reinforces the Authority's commitment to equality and diversity.

TP3. Responsive and Accountable Complaints Management

Transparent and responsive complaints management is a pillar of accountability. Standardised procedures, clear service levels, and continuous monitoring ensure that complaints are handled fairly and efficiently. A centralised tracking system, regular reviews of trends and root causes, and escalation mechanisms all help to improve service quality and strengthen governance. Every complaint becomes an opportunity for the Authority to improve its performance and responsiveness.

TP4. Excellence, Impartiality, and Reliability in Technical Services

Certification, calibration, and testing services must be impartial, reliable, and professional in order to maintain confidence in their results. Through accreditation, quality assurance, and continuous improvement, the MCAA ensures that these services remain accurate, consistent, and aligned with the needs of consumers and businesses. Ongoing improvement strengthens confidence in the Authority's technical competence and supports fair trade and market access.

TP5. Strengthened Financial Governance, Accountability, and Transparency

Sound financial governance ensures that services remain sustainable, efficient, and reliable. Responsible resource management, transparent reporting, and robust internal controls strengthen accountability and public trust. Aligning financial planning with strategic priorities ensures that public funds are used effectively and that the Authority continues to deliver high-quality regulatory services.

TP6. Operational Transformation through Digitalisation and Artificial Intelligence

Digital transformation is changing the way the MCCA works, making services faster, more accessible, and easier to use. End-to-end digital processes reduce administrative burdens and improve efficiency. The strategic use of artificial intelligence strengthens data analysis, reduces repetitive workloads, and supports more intelligent decision-making. Together, digitalisation and AI create a modern, responsive, and evidence-based regulatory environment that benefits both consumers and businesses.

TP7. Legal Review and Legislative Compliance

A robust legal framework and strong internal compliance are essential to institutional integrity. The review and strengthening of Chapter 510 will help to clarify the Authority's powers and responsibilities and reinforce its operational foundations. Internal compliance activities ensure adherence to statutory obligations, procedural requirements, governance rules, and broader public administration law. Regular legal audits, updated procedures, and internal awareness initiatives reduce legal and reputational risks and strengthen confidence in the Authority's decisions.



LOOKING AHEAD

The years 2026–2030 open a new horizon for the MCCA. A chapter filled with promise, clear direction, and a deeper commitment to the people and businesses it serves. This is not merely a strategy; it is a declaration of ambition. A vision that seeks to build a future where progress is felt, seen, and makes a genuine difference to everyday life.

As markets evolve and challenges grow, the Authority will continue to move forward with clear purpose and care. It will remain a regulator you can trust, fair, consistent, and always attuned to the realities of people's lives. At the same time, it will embrace innovation, strengthen its capabilities, and listen carefully to what society needs.

The mission is one: to make services more responsive, more effective, and more human. Not merely better regulation but a better experience for everyone.



What This Means for Consumers

Consumers will enter a world where clarity replaces confusion, and confidence replaces uncertainty. They will enjoy stronger protection, clearer information, and support that reaches them when they need it. Whether purchasing a product, seeking a solution, or facing a difficult decision, they will know that there is someone who listens, who understands, and who is there to help.

A fair market is a safe market and every step forward the MCCA takes strengthens the fabric of people's everyday lives.

What This Means for Businesses

For businesses, this is an environment where fairness and transparency are no longer merely ideals, they become concrete realities. Clearer guidance, simpler processes, and proportionate enforcement give those who operate with integrity the space to grow. Predictability creates confidence; confidence creates investment; investment creates growth.

A fair market rewards those who play by the rules and the MCCA will remain a steadfast defender of that fairness.

A Fair Market for All

At the heart of this vision lies a simple but powerful truth: a market that functions fairly is a market that people can believe in. This is the MCCA's promise — to protect consumers, support honest businesses, and safeguard the integrity of the Maltese market.

As the Authority moves forward, it does so with one purpose: to build a future where trust is strengthened, fairness is upheld, and everyone, every person and every business, has a place in a market that truly works for them.



