Malta Regatta

FROM NATIONAL TRADITION TO INTERNATIONAL RECOGNITION

A proud Maltese tradition. A new international ambition.

How can we take Malta's historic Regatta to the world — while inspiring a new generation to carry its legacy forward?

The Malta Regatta is one of the country's most treasured sporting traditions. Its Grand Harbour rowing competitions bring together communities, maritime craftsmanship, teamwork and Maltese identity. This BRAIN Think Tank will explore how to strengthen its international visibility without losing its local character, while creating meaningful opportunities for children and young people to discover rowing and the Regatta's heritage.

HONOURING OUR HERITAGE. INSPIRING YOUNG CHAMPIONS. TAKING MALTA TO THE WORLD.

At a glance

Date & venue	Programme	Approach
Thursday 26 November 2026 **Hilton Malta**	13:00 networking lunch, Spinola Foyer 14:30–17:00 BRAIN Think Tank	Interactive discussion; no formal presentations required

What we want to achieve

- Define a compelling international identity for the Malta Regatta as a distinctive maritime sporting and cultural experience.
- Explore links with Mediterranean rowing clubs, heritage regattas, sports federations and potential international competitions or exchanges.
- Identify media, broadcasting, tourism and cultural partnerships to reach international audiences.
- Develop a school and youth-engagement pathway, including rowing introductions, club visits, educational materials and youth competitions.
- Agree a practical project brief, prospective partners, priority actions and next steps.

What BRAIN means

BRAIN brings together people with different backgrounds, perspectives and international connections. Participants do not need to be rowing experts. The value lies in sharing experiences, proposing ideas and identifying people or organisations who can help bring them to life.

Programme

Time	Session
13:00–14:30	Networking lunch — Spinola Foyer
14:30–14:45	Welcome: the Regatta's heritage, ambition and Think Tank challenge
14:45–15:25	Part 1: international inspiration and lessons from other sporting traditions
15:25–16:10	Part 2: design the international and youth-development pathways
16:10–16:40	Ideas, partnerships and short group presentations

16:40–16:55	Select priority initiatives and potential champions
16:55–17:00	Conclusions and next steps

Five discussion themes

1. Identity and authenticity

What makes the Malta Regatta unique? Which traditions, crafts, clubs and communities must remain central as international visibility grows?

2. International sporting connections

Which Mediterranean rowing communities, competitions and federations could support exchanges, invitations, joint events or recognition?

3. Tourism, storytelling and media

How could the Regatta become a stronger reason to visit Malta? Consider destination itineraries, video, documentary storytelling, broadcast and digital coverage.

4. Schools, clubs and the next generation

How can schools introduce pupils to the Regatta's history and rowing? Consider taster sessions, safe youth pathways, club mentoring and competitions.

5. Partnerships and implementation

Who could lead each initiative? What would be the first pilot, the necessary partners and the most realistic milestones?

Expected output

A preliminary project brief covering (a) international positioning, (b) sporting and cultural partnerships, (c) school and youth participation, (d) communications and tourism promotion, and (e) a phased implementation pathway with potential champions. Ideas are exploratory and do not imply commitments from any organisation.

Participants and short profiles — provisional

The list below is an initial working group, not a closed invitation list. It may change or expand as additional interested organisations and individuals join. Roles are based on supplied information and should be verified before external publication.

Participant	Country / role	Perspective for discussion
Mario Nicoliello	Italy — Associate Professor of Strategy Analysis, University of Brescia	Strategy, organisational planning and evaluating possible development models.
Kevin Borg	Malta — Chairman, Regatta	Knowledge of the local Regatta, clubs, tradition and sporting priorities.
Maksi Harasic	Croatia — Tourism boat operator	Maritime tourism operations and connections to Croatian coastal communities.

Preparation and practical guidance

- Bring one example of a sporting or cultural tradition that has successfully reached international audiences.

- Consider a contact in a rowing organisation, school, broadcaster, destination authority or maritime institution.
- Think about how young people can be involved safely and meaningfully.
- No formal presentation or detailed budget is required. Suggestions can range from small pilots to longer-term flagship initiatives.

Frequently asked questions

Is this a decision-making meeting?

No. It is a structured brainstorming session to identify a project brief, potential partnerships and follow-up actions.

Do I need to know the Regatta in detail?

No. Local participants can explain the tradition; international participants are invited to bring transferable ideas and connections.

Will participation be limited to the people listed?

No. The initial list is provisional and may expand.

Are new competitions already agreed?

No. Any international competitions or exchanges would require later discussion with the relevant clubs, organisers and authorities.

Appendix A — Group working worksheet

1. International inspiration

Example / destination	What worked?	Contact / organisation
_____	_____	_____
_____	_____	_____

2. Develop three project ideas

Scale	Concept	Who benefits?	Possible partner
Quick win	_____	_____	_____
Medium-term	_____	_____	_____
Flagship	_____	_____	_____

3. Youth and schools pathway

Proposed school activity: _____

Possible rowing-club partner: _____

Safety, supervision and access considerations: _____

4. International recognition pathway

Potential Mediterranean partner / event: _____

Tourism or media opportunity: _____

First step and suggested lead: _____

5. Five-minute group presentation

Our strongest proposal: _____

Why it matters for Malta: _____

Who could help: _____

Action within 90 days: _____

6. Facilitator consolidation

Priority projects: _____

Contacts and commitments to explore: _____

Open questions / follow-up owner: _____