

Stqarrija

mill-Aġenzija Identità Malta



Identità – il-fażi li jmiss

PRESS RELEASE BY AĠENZIJA IDENTITÀ MALTA
Identità enters a new phase



identità





STQARRIJA MILL-AĠENZIJA IDENTITÀ MALTA

Identità – Il-fażi li jmiss

L-Aġenzija Identity Malta tiżvela dehra ġdida
L-interessi tal-klijent jibqgħu fiċ-ċentru tat-tehid tad-deċiżjonijiet

Waqt konferenza biex tikkommemora t-trasformazzjoni u s-suċċessi sa mit-twaqqif tal-Aġenzija Identity Malta, għaxar snin ilu, ġiet żvelata d-dehra l-ġdida tal-Aġenzija Identità u kif ukoll il-miri għas-snin li ġejjin. Mil-lum l-Aġenzija Identity Malta ser tibda tissejjaħ Identità, li timmarka fażi oħra mill-proċess ta' tiġdid li mbarkat fuq l-Aġenzija u li minkejja din il-bidla, l-interess tal-klijenti jibqa' fiċ-ċentru tat-tehid tad-deċiżjonijiet.

Fit-tnedija tad-dehra l-ġdida tal-Aġenzija Identità ġie spjegat li din il-bidla mhux waħda kożmetika iżda hija bidla li ilha takkumula x-xhur u li l-pubbliku diġà jista' jinnota. Intqal kif konferma ta' dan huma ż-żewġ Quality Labels li s-Servizz Pubbliku ppremjja lill-Uffiċċju tal-Passaporti u t-Taqsima tal-Karta tal-Identità għas-servizz ta' kwalità għolja li joffri lill-pubbliku.

Il-Ministru għall-Intern, is-Sigurtà, ir-Riformi u l-Ugwaljanza, Byron Camilleri, qal li għaxar snin ilu twaqqfet l-Aġenzija Identity Malta biex primarjament tkun it-torri tal-għassa tal-identità li tagħmilna nazzjon u fuq kollox ġens. Spjega li permezz ta' dan ir-rebranding, l-aġenzija se tibda tkun magħrufa bħala Identità u li dan huwa frott ta' dak li sar mill-ħaddiema tal-aġenzija tul dawn is-snin li bħala prijorità kellhom il-kwalità tas-servizz li jagħtu lill-klijenti tagħhom.

"Mit-twaqqif ta' Identity Malta, din l-aġenzija għaddiet minn process ta' trasformazzjoni fejn mhux biss ziedet is-servizzi li hija toffri, iżda wkoll tejbet il-kwalità tas-servizz. Is-servizz li l-aġenzija toffri, ma jintgħarafx minn dak ta' 10 snin ilu. Mal-iżvilupp soċjo-ekonomiku li għaddej minnu pajjiżna, l-aġenzija Identità jeħtieġ tkompli tinbidel sabiex toffri servizz aħjar lis-soċjetà tagħna.," temm jgħid il-Ministru Camilleri.

Fid-diskors tiegħu, il-Kap Eżekuttiv il-Kurunell Mark Mallia saħaq kif "kull persuna għandha storja x'tirakkonta, u Identità tuffiċjalizza dik l-istorja. Sew jekk ser tiżzew-weg jew għadu kif kellek tarbija, sew jekk ser issiefer jew qiegħed tixtri proprjetà ġdida, u sew jekk inti barrani f'pajjiżna ġej ftitex hajja ġdida, int ser tiġi bżonn is-servizzi tagħna." Mallia appella lill-ħaddiema tal-aġenzija preżenti biex waqt il-qadi tad-dmirijiet tagħhom ipoġġu lilhom infushom fiż-żarbun tal-klijent li kollhom quddiemhom. Il-Kurunell Mallia fakkar ukoll li fejn hu meħtieġ u f'konformità mal-liġijiet eżistenti, Identità se tkun fuq quddiem sabiex tieħu d-deċiżjonijiet neċessarji, anki jekk ma jkunux daqshekk popolari.

Il-Kurunell Mallia saħaq dwar l-importanza li l-Aġenzija tibqa' tiġġedded biex tibqa' dejjem aktar relevanti għar-realtà tas-soċjetà u l-bżonnijiet tal-ekonomija. Huwa saħaq li l-Aġenzija se tibqa' tkun ta' spalla għall-employers ġenwini f'setturi kruċjali li jeħtieġu jhadmu magħhom ħaddiema barranini, iżda iebes ma min jipprova jisfrutta jew jagħmel gwadann minn fuq dawn il-ħaddiema u jimla s-sistema b'applikazzjonijiet bla bżonn.

L-emblema l-ġdida hija magħmula minn tlett elementi prinċipali; l-użu tal-lingwa Maltija, l-immaġini tat-torri tal-għassa u l-marki tas-suba'. L-użu tal-lingwa Maltija u t-tipa bajda fuq sfond ħamra huma referenza diretta lejn il-bandiera ta' Malta, u xhieda qawwija lejn l-istorja u l-kultura li sawwru l-identità ta' dan il-ġens maż-żminijiet. L-immaġini tat-torri tal-għassa jixhed l-impenn tal-Aġenzija biex tħares l-interessi taċ-ċittadini fil-ġlieda kontinwa kontra t-theddida globali tas-serq tal-identità u l-iffalsifikar tad-dokumenti. Finalment, il-marka tas-suba' tiġbor kollox flimkien, u minkejja li dan huwa element ta' sigurtà importanti, jissimbolizza wkoll il-bidla radikali diġitali li l-Aġenzija wettqet u għadha qed twettaq.



Intant, il-Kap Eżekuttiv u ċ-Chairman Non-Eżekuttiv is-Sur Mario Galea irrikonoxxew it-tragwardi importanti li l-aġenzija laħqet fl-aħħar għaxar snin, inkluż:

- Il-mass roll-out tal-karta tal-identità fl-2014.
- Il-ħruġ ta' passaport u karta tal-identità ġdida.
- Il-premju għall-aqwa passaport fir-reġjun.
- Ir-rilokazzjoni tal-uffiċini f'binja ġdida.
- Il-ftuħ ta' fergħa fl-isptar Mater Dei.
- Id-diġitalizzazzjoni ta' numru ta' servizzi.
- L-introduzzjoni tal-X marker.
- L-emendi legali dwar il-kunjomijiet u l-użu tat-tipa Maltija fl-ismijiet.

Biex ma ninsewx l-irwol ewlieni tal-aġenzija waqt il-pandemija u l-kontinwazzjoni tas-servizz.

"Il-bidla minn Identity Malta għal Identità tirrifletti bidla dinamika fil-kultura, il-valuri u l-mudell operattiv tal-organizzazzjoni tagħna. Aħna ddedikati u kommessi li nwasslu s-servizzi tagħna b'mod eċċellenti, bi trasparenza filwaqt li ninvestu fl-innovazzjoni diġitali f'konformità mar-regoli tas-sigurtà ta' pajjiżna,"

temm jgħid il-Kurunell Mark Mallia.

Filmati: <https://we.tl/t-LF3pckCfhc>



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identità

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PRESS RELEASE BY AĠENZIJA IDENTITÀ MALTA **Identità enters a new phase**

Identity Malta Agency launches its new brand.
Customers' interests remain at the heart of the decision-making process.

During a conference to commemorate Identity Malta's transformation and achievements over the past ten years, the agency launched its new brand and presented its goals for the coming years. As of today, Identity Malta Agency will be referred to as Identità, marking an important milestone in its renewal process. Notwithstanding this change, customers' interests will remain at the heart of the decision-making process.

Identità CEO Mark Mallia emphasised that this is not a cosmetic change, but an accumulation of changes which the public can vouch for, and this was proven through the two Quality Labels awarded by the Public Service to the Passport Office and the Identity Cards Unit for the quality service they provide.

The Minister for Home Affairs, Security, Reforms and Equality, Byron Camilleri stated that Identity Malta Agency was set up ten years ago to provide identity management solutions and to safeguard national. Hon. Camilleri attributed the agency's success to the tireless efforts of Identità's employees and the continuous technological investment done over the years. In the first seven months of this year, the agency issued more than 34,000 passports and nearly 13,000 identity cards which reflects a portion of the ever-increasing demand for its services.

"Since the inception of Identity Malta, this agency has undergone a profound transformation. During this period, it has not only expanded its service portfolio but also significantly enhanced service quality. The services provided by the agency today bear little resemblance to those of a decade ago. Given the ongoing socio-economic development in our nation, Identità must remain adaptable to further enhance its services for the benefit of our society." concluded Minister Camilleri.

CEO Mark Mallia remarked that "everyone has a story, Identità officialises it. Whether you are travelling abroad, relocating to Malta, purchasing your new home, getting married or have recently given birth, you will require our services." Mallia urged the agency's employees to put themselves in the client's position when performing their duties. Further adding, that Identità is a regulating entity which does not shy from taking the necessary decisions, even if they are unpopular at times.

Col. Mallia emphasised on the importance of attuning the agency's vision to respond to the needs of an ever-evolving economy and a modern society. In his speech, Mallia reiterated that the agency will continue offering unwavering support to genuine employers seeking to hire foreign workers in highly demanded sectors. However, those attempting to exploit foreign workers and inundate the system with applications for unnecessary vacancies will find strong resistance.

The new logo symbolises authenticity, security, and innovation. The use of the Maltese language is a tribute to the island's rich cultural heritage which has shaped Malta's identity over the centuries. The watchtower fearlessly protecting the Maltese shores represents Identità's commitment towards safeguarding citizens' identity from document fraud and identity theft. This can only be achieved with the use of cutting-edge technology which makes it extremely difficult to forge or temper with an official document. Finally, the biometric fingerprint captures all elements of the logo. Apart from being an important security feature, the biometric fingerprint portrays Identità's digital drive in making more of its services available online.

The CEO and the Non-Executive Chairman Mr Mario Galea acknowledged the signifi-



The CEO and the Non-Executive Chairman Mr Mario Galea acknowledged the significant achievements attained over the past decade. Notable milestones include:

- The 2014 ID card mass roll-out.
- The issuing of the new Maltese ePassport and eID card.
- The award for the best regional passport.
- The relocation of its offices to new premises.
- The opening of the Mater Dei Hospital branch.
- The digitalisation process of several services.
- The introduction of the X marker on official documents.
- Legal amendments concerning surnames and the use of Maltese diacritics when registering a name.

Moreover, the agency continued to offer its services uninterrupted during the pandemic.

"The transition from Identity Malta to Identità reflects a dynamic change in our organisation's culture, values, and operating model. We are committed to being transparent, innovative and customer-centric, offering a quality service without compromising on security,"

concluded Col. Mark Mallia.

Footage: <https://we.tl/t-LF3pckCfhc>

identita.gov.mt

