Press Release

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Partit Laburista Delegation Visits PLAYCON 2026, Welcoming the Growth of the Digital Gaming and Esports Industry

A Partit Laburista delegation, comprising of Minister Rosianne Cutajar, Member of the European Parliament Daniel Attard and Member of Parliament Clint Azzopardi Flores, visited PLAYCON 2026, which is once again being organised by Gaming Malta over this weekend. The event continues to put Malta on the international map of the digital gaming and interactive entertainment industry.

PLAYCON brings together the digital gaming, esports and immersive technology communities, while raising the profile of an industry that combines creativity, innovation and technology. The event also provides an opportunity for companies, studios, technicians and industry professionals to showcase their work, share experiences and explore new investment and collaboration opportunities.

During the visit, the Partit Laburista delegation had the opportunity to discuss the progress being made in this sector and its potential to continue generating new economic and professional opportunities for our country.

This year marks the sixth edition of PLAYCON and reflects the progress achieved since 2019, when the national strategy for the development of digital gaming and esports was launched. This new economic niche, established by a Labour Government, is creating opportunities for Maltese talent in creative and technical fields, while attracting international investment and encouraging the development of digital products in Malta. It is also an industry with the potential to further contribute to a more diversified economy, underpinned by specialised skills and quality employment.

In this context, Vision 2050 positions Malta as a centre of excellence in interactive entertainment, with the potential to offer tangible prospects for future generations. The Government's targets for the sector by 2035 include contributing between 1% and 2% of Malta's Gross Value Added (GVA), establishing at least 35 game development studios in Malta and creating more than 2,000 specialised jobs.

The delegation also acknowledged the importance of the support measures announced by the Government for the industry, including the Video Game Gateway Fund, with an allocation of €200,000, and the Video Game Production Rebate, with an allocation of €2 million. These two schemes, representing a total investment of €2.2 million, are designed to support local production and further attract international investment to Malta.

Minister Rosianne Cutajar emphasised the importance of digital games that also incorporate educational elements. The digital industry and technology are becoming an increasingly integral part of our everyday lives. Therefore, alongside their recreational value, it is important to recognise other significant aspects, particularly their educational potential and the professional career opportunities they can offer in this field.

Member of the European Parliament Daniel Attard said that a Labour Government is continuing to create new economic niches that generate greater wealth within our country's economy, leading to more opportunities and quality jobs. This also strengthens the Government's financial capacity to continue supporting families and businesses through subsidies and tax cuts, year after year.

Member of Parliament Clint Azzopardi Flores spoke about how the digital industry creates quality jobs without placing additional pressure on the country's infrastructure. The strategy launched by a Labour Government in 2019 is bearing fruit, as it continues to increase Gross Value Added within the national economy, a benefit that is shared by everyone.

The Partit Laburista believes that economic growth must continue to embrace new and innovative sectors that give Maltese talent the opportunity to develop, create and succeed. The visit to PLAYCON 2026 reaffirms the importance of continuing to support forward-looking industries that can position Malta as an international hub for talent, innovation and opportunity.