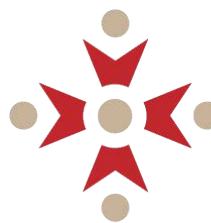




A relentless drive
for efficiency,
sustainability
and excellence



TW CONSULTING & TRADE LTD.

Wolfgang Tweraser brings 40 years of international business experience into his most recent endeavour, TW Consulting & Trade Ltd – drawing from a career built on an unwavering commitment to integrity, innovation and solving real-world problems. **Sarah Muscat Azzopardi** delves into the strategic thinking behind his multifaceted enterprise, as well as the CEO's vision for the future of global commerce.

THE AIM BEHIND TW CONSULTING & TRADE LTD, CEO WOLFGANG TWERASER EXPLAINS, is to provide a unique bridge between pioneering global brands and markets ripe for transformation, curating a portfolio that is as diverse as it is revolutionary. From electric hydro-foiling ferries to the next generation of dental care, the common thread is a relentless drive for efficiency, sustainability and excellence.

With a portfolio that includes everything from smart solar energy systems to advanced beer dispensing technology, one might wonder about the strategy connecting such disparate industries. For Mr Tweraser, however, the approach is refreshingly simple: identify a problem, then find the best possible solution.

"There are two kinds of consultants," he explains, reflecting on an approach honed over decades in business, including 27 years building a suite of companies in the US. "One will tell you what's wrong, and that's where it

ends. What we do is the other: that is, tell you what the problem is and then find the solution."

This problem-solving ethos is the guiding principle for every brand TW Consulting & Trade represents. Describing Malta, the company's current base, as a microcosm of global challenges, the CEO asks, "What is needed in Malta, for example? Among the problems are parking and the environment." In response, his portfolio offers tangible answers: Robotic Parking to solve land scarcity, and a revolutionary electric ferry service to tackle marine pollution.

Elaborating, Mr Tweraser describes robotic parking systems as fully automated car parks that safely store and retrieve vehicles without the need for drivers to search for spaces. "In Malta, where land is scarce and urban areas are under constant pressure, this technology could significantly increase parking capacity while reducing traffic congestion and emissions from circling cars," he maintains.

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Meanwhile, Candela Electric Ferries, which also feature in his company's portfolio, use hydrofoil technology to lift above the water's surface, cutting energy consumption by up to 80 per cent when compared to traditional vessels. “With no noise, no exhaust fumes and minimal wake, they are perfectly suited to Malta's coastal environment and short-distance maritime routes, providing a fast, comfortable and sustainable way to travel between Valletta, Sliema, Bugibba, Birgu, Marsascala, and Gozo – reducing road congestion while supporting Malta's shift toward cleaner transport,” he notes, adding, “they also have the potential to transform the Malta-Gozo and Malta-Comino connections, offering a greener and more efficient alternative to today's conventional ferries.”

Moreover, in today's business climate, 'sustainability' can often feel like a box-ticking exercise. Going beyond the slogan, however, Mr Tweraser views it as the fundamental core of his strategy, voicing his frustration with the gap between rhetoric and action on a global scale. “Sustainability and going green is a fantastic slogan that's been used now for years. But what is really done? Not too much,” he states with conviction. “I see this not just as a business, but as a way to really change things.”

This commitment is evident across the company's portfolio, he maintains, highlighting one such example they represent: Papoutsanis, a Greek company with a 150-year history in eco-friendly hotel amenities, personal care and household products. These premium items are vegan, chemical-free, and also include a baby line. Another example is Purlife, a partner company, which offers eco-friendly serveware made from biodegradable rice husk or natural bagasse, the latter ideal for takeaway





containers. The most fun are their revolutionary edible rice straws, made from tapioca and rice starch. "They don't dissolve in your drink and, if you want, you can eat them when you're done," he says with a smile, outlining his mission to prove that sustainable choices can be both superior in quality and commercially viable.

Certainly, the CEO continues, operating as the sole representative for globally recognised brands requires an immense level of trust – a quality Mr Tweraser has cultivated over his long career through a decidedly hands-on, 'old-style' approach. "I conduct business the way I did it 40 years ago: face-to-face," he asserts. "I travel all the time. It's the only way."

This relentless, in-person engagement builds relationships that transcend contracts, he affirms, recounting his experience in the Middle East: "when they say 'you're part of the family,' that shows the highest trust you can gain."

That trust is fortified by a reputation for unshakable honesty and directness, he adds, noting that he learned early in his career, particularly during his time as an advisor to former US President George W. Bush, the value of staying apolitical and speaking frankly. "I'm too old and don't have the time for sugar-coating anything," he affirms, crediting his transparency, combined with a proven track record, with maintaining exclusive, long-standing partnerships.

Still, introducing revolutionary technology to new or traditional markets is fraught with challenges. The CEO's strategy for overcoming resistance is a blend of persistence and proof. His company motto is simple: "Don't accept 'no'."

He shares a recent example with the beer-dispensing system, QuickTap, and its introduction

to Red Bull's event circuit. "First they were hesitant," he recalls, "but I insisted, 'Give me 10 minutes and you will change your mind'. Those 10 minutes became an hour and a half, and a 'thank you' that I never gave up." In this case, by demonstrating that the system could pour a beer in under five seconds and handle 20 times the volume of competitors, he solved a major logistical bottleneck for large-scale events rather than simply selling a product, he explains with a smile.

This principle is also key to justifying the premium position of his brands in an increasingly price-conscious world. It's not about being the cheapest; it's about delivering value. "Find a solution, present the product and you will see that success comes automatically. And so does the money," he advises. "Greed kills so much business."

Having witnessed massive shifts in global trade, Mr Tweraser identifies one attribute as paramount for the future: flexibility. "Flexibility, I think, is the new magic word in business," he states, recalling the 2008 financial crash. Overnight, his thriving mortgage business in the US evaporated, but instead of folding, he pivoted. "We turned things around and became a financial consulting company," the CEO says, using his team's expertise to help others restructure and survive.

Looking ahead, he plans to continue this model of agile, responsive growth. The focus, Mr Tweraser maintains, is on deepening the solutions offered to existing and new clients rather than accumulating brands, expanding organically where a need is identified – and as ever, continuing to build his enterprise on the foundations of honour and vision. **BN**

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