



*Press Release*

## **TRA Appoints a Consultancy Firm to Design and Manage a Competitive Process for the Award of the Third Mobile Operator Licence**

Wednesday, 23 July 2008

The Telecommunications Regulatory Authority (TRA) announced today the appointment of Telecommunications Management Group Inc. (TMG) of Arlington, Virginia, USA, as the consultancy firm, to design and manage a competitive process for the award of the third Mobile Network Operator Licence in the Kingdom of Bahrain.

Commenting on the appointment of TMG, TRA General Director Mr. Alan Horne said: "We are pleased to announce the selection of TMG as the consultants to assist TRA's team in establishing and managing the appropriate competitive award process that will support the granting of the third mobile license to a strong player. A player with significant experience who will drive for price stimulation, better value for money and a full range of innovative mobile services".

Mr. Horne went on to say: "We are looking for a third mobile operator with existing experience of managing a significant customer base, and has already established agreements with content providers and mobile partners. Such a company should be able to leverage these agreements to bring proven services into Bahrain. Speed to market is important which could be assisted with an existing local presence or partner, who, together with an international player, can quickly launch services backed by economies of scale and creativity, and provide modern services at international competitive prices into Bahrain".

TMG has been selected from more than 15 international consultancy firms who submitted high quality proposals. In accordance with tendering procedures, the Tender Board approved the TRA recommendation in the selection of TMG.

Rob Middlehurst the TRA Director of Market and Competition Unit and project leader for the award of the 3rd Mobile Licence said "TRA anticipate issuing the invitation to tender for the 3rd Mobile Licence, during September and expect to receive submissions by the end of October. The target date for announcing the winner to become the third mobile operator in Bahrain is by the end of year".

## **About TRA**

The Telecommunications Regulatory Authority (TRA) was established by Legislative Decree No. 48 of 2002 promulgating the Telecommunications Law. TRA is an independent body and its duties and powers include, among other things, protecting the interests of subscribers and users and promoting operators effective and fair competition among existing and new licensed. More information regarding TRA can be viewed at [www.tra.org.bh](http://www.tra.org.bh)

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