



## ***Press Release***

### **The TRA Encourages Batelco by Approving its Proposal for Reducing International Direct Dial (IDD) Call Rates to GCC Countries**

Sunday 2 September 2007

The Telecommunications Regulatory Authority (TRA) announced today that it has approved Batelco's request of reducing international direct dial (IDD) call rates made to GCC countries by customers dialing from their fixed line telephones.

TRA believes that the proposed reductions will not only benefit consumers directly, but indirectly assist the competitiveness of Bahrain within the GCC region.

In a growing competitive marketplace, where consumers have a choice of provider, operators need to be innovative in providing not only competitive prices but also good quality of service.

On the occasion of the announcement of the tariff reduction approval, the General Director of TRA, Mr. Alan Horne, said: "Ability to communicate with other GCC countries in a more affordable way is very important as the Region is becoming increasingly integrated. We would like to praise Batelco on their proactive measure to introduce more competitive prices in this regard for consumers in Bahrain."

#### **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 effective and fair competition among existing and new licensed operators. More information regarding TRA can be viewed at [www.tra.org.bh](http://www.tra.org.bh)