



News Release

TRA General Director Receives the Ambassador of the United States of America

Manama, Kingdom of Bahrain - Tuesday 25 August 2009

The General Director of the Telecommunications Regulatory Authority (TRA) Alan Horne received at TRA offices H.E. Mr. Adam Ereli the Ambassador of the United States of America.

The meeting focused on the attraction of inward investments from the United States. During the meeting both parties discussed and agreed on the importance of diverse and reliable international connectivity to Bahrain to support foreign investors and content providers such as Google and Amazon. Mr. Alan Horne said that "Both H.E. the Ambassador and TRA agree that stimulating healthy debate about the sector's issues with all the stakeholders is important in achieving high quality and affordable international telecommunications services and internet connectivity and international best prices".

They further discussed the importance of training in developing the knowledge of Bahraini talents within the ICT and related sectors such as content developing and Value Added Services. Bahrain is working with the joint US forces to establish a centre of excellence for Command, Control, Communications and Computer (C4) systems to serve the region as whole.

The idea of establishing Bahrain as a regional hub for ICT training was also discussed. "Bahrain is well positioned with its Business friendly approach and attractiveness living conditions to serve as the regional hub to provide Telecom services and ICT training" said Mr. Ereli. H.E. went further to say "We at the embassy will be encouraging American companies to seek opportunities to establish operations in Bahrain. Bahrain is well developed in the region and has a strong, independent regulatory environment and can form a sound base for companies to operate on a regional basis".

The Ambassador praised TRA for the role it is playing in creating a healthy environment in the ICT sector which is attractive to investors and which has resulted in a competitive market and choice for consumers and businesses.



From left H.E. Mr. Adam Ereli the US Ambassador and TRA's General Director Mr. Alan Horne

About TRA

Since its establishment in 2002 the Telecommunications Regulatory Authority of the Kingdom of Bahrain (TRA) has been working with government, consumers, operators and investors to develop the Kingdom of Bahrain as the regions most modern communications hub and facilitating the growth of the market. As an exemplar Regulator for the region, TRA independently carries out its duties in a transparent and non-discriminatory manner. More information about TRA can be viewed at www.tra.org.bh

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