



The Telecommunications Regulatory Authority welcomes its new General Director

MANAMA - 21 March 2007 – The Telecommunications Regulatory Authority (TRA) announced today the formal appointment of its General Director, Mr. Alan Horne, who has been appointed to the role of General Director by Royal Decree 35 of 2007 issued yesterday.

Mr. Horne comes to the TRA with over 40 years of experience in the telecommunications industry, for the last 22 of which he has headed a consulting company specializing in regulations covering telecommunications and wireless communications. He has in-depth experience in all aspects of regulation. Throughout his career he has advised company boards, ministers and regulators on regulatory and policy issues. He has undertaken projects in numerous European as well as Middle Eastern countries, most recently for the Government of Lebanon and the Jordanian Regulatory Authority.

In addition to his experience in regulation, Mr. Horne has significant experience in consumer protection. Until recently he was a member of the Ofcom (UK regulator) consumer panel. This Panel is tasked with advising the regulator on consumer issues and concerns. He also has a sound understanding of the needs of enterprises through his role as Enterprise Director on the Board of the UK Communications Managers Association

Commenting on the appointment, Dr. Mohammed J. K. Alghatam, Chairman of the Board of Directors of the TRA said: “It gives me great pleasure to welcome Mr. Alan Horne as the newly appointed General Director of the TRA. The Board of Directors of the TRA undertook a lengthy international search and selection process for the post of the General Director. Having met Mr. Horne, and taking into account his wide experience in regulation, we are certain that he will be able to successfully lead the TRA into a new phase of market development. I would like to take this opportunity to pledge the Board’s support to Mr. Horne, whilst wishing him every success in this new venture.”

Mr. Horne commented: “I am very pleased to join the TRA, an organization that has achieved a lot in the past three years. I am looking forward to building on this achievement and taking the necessary steps to move the organization and ultimately the industry to a new phase, in which we will achieve effective competition that enables consumers to enjoy affordable and innovative telecommunications services.”

He further added: “I will also be working on improving the channels of communication between the TRA and its licensees and consumers. Better dialogue will help us understand in greater depth the concerns of consumers and the industry, and will in turn allow us to prepare regulations and take decisions which benefit the overall economy of Bahrain. Although the mission ahead of me is a challenging one, I believe that by working together with consumers and the industry we can create a competitive environment in which operators thrive and consumers receive quality services and good value for money.”

About the TRA

The Telecommunications Regulatory Authority (TRA) was established by Legislative Decree No. 48 promulgating the Telecommunications Law. The 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 the TRA can be viewed at www.tra.org.bh

Notes to Editors

Pursuant to the Telecommunications Law, Mr. Horne will act as General Director of the TRA for a three-year period, after which his tenure may be extended for an additional three-year term.

During this time, Mr. Horne, who will be subject to the supervision of the TRA’s Board of Directors, will assume all powers of the Authority to ensure the protection and interests of consumers throughout the Kingdom, as well as promote fair and effective competition among existing and newly licensed operators.