



Bahrain Businessmen briefed on the role of telecoms as an enabler for greater efficiency

-- Invitation to go through tendering process in selecting telecoms services --

Manama, 13 June 2007 – The Telecommunications Regulatory Authority's General Director, Mr. Alan Horne, gave a presentation today entitled "Competitive Telecoms Services as an enabler for improving business efficiency in Bahrain" to the Bahrain Businessmen Association (BBA).

Mr Horne's address assists in creating more awareness among businesses and officials of available options for them in the telecommunications sector. Mr. Horne's presentation highlights the importance of ICT for economic development, the role of TRA, what has been achieved and the further actions needed to meet Government Policy.

Mr Horne stated "Government and Industries ability to take further advantage of opportunities provided by ICT sector could significantly influence growth of the economy of Bahrain, and growth in prosperity of all citizens"

He went on to say that the duties of the TRA are to protect the interests of consumers and to promote fair and effective competition among new and existing licensed operators.

Mr. Horne invited members of the BBA to play a more active role in providing TRA and telecoms operators with their feedback and concerns. He also requested businesses and governmental bodies to develop a clear ICT plans detailing their specific ICT requirements.

Mr. Alan Horne, commented: "I am very glad to have the opportunity to meet with so many members of the BBA and discuss with them their concerns with regard to telecommunications services. I strongly encourage all businesses and Government departments to ensure their organisations have an ICT Policy. Through public procurement processes they should seek the best solutions taking advantage of the growing competitive market in the telecommunications sector".

Notes to Editors:

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