



News Release

## **TRA Bahrain Hosts the Telecommunications and Media Forum**

Manama, Kingdom of Bahrain - Wednesday 29 April 2009

On the 5<sup>th</sup> and 6<sup>th</sup> May the International Institute of Communications' (IIC) Telecommunications and Media Forum is holding its first meeting in the Middle East region at the invitation of the Telecommunications Regulatory Authority of Bahrain. The forum will be held at the Crown plaza Hotel.

With a theme of convergent communications, the focus of the Forum is on '*Building Digital Broadband for the Future: Market and Policy Implications*'. The Forum will examine the economic and social impact of information and communications technology and the media; the policy implications of building high-speed broadband; how to stimulate broadband adoption and use; and the role of regulation and public policy in promoting national broadband development.

Mr. Alan Horne, General Director of the Telecommunications Regulatory Authority (TRA) said "We are delighted to support the IIC in holding their first such conference in the Arab region. This event will assist participants in addressing issues surrounding the convergence of media and communications. Future demands are driving the need for competitive, ubiquitous, broadband communications services, a need that the communications industry has to respond to."

The IIC Telecommunications and Media Forum meets three times a year in different locations, including annually in Brussels and Washington, DC. At its meetings leading communications organisations and individual experts come together from around the world to discuss the major issues and trends affecting regulation and public policy, markets, society and technology. Forum meetings are designed to be small, interactive events. Discussions are held under the Chatham House Rule of non-attribution to promote a free and frank exchange of views. Participation is by invitation only to ensure that the right mix of expertise is present.

### **About the International Institute of Communications**

Founded 40 years ago this year, the IIC is an independent, non-governmental, global network for senior players in broadcasting, telecommunications and electronic media with individual and corporate members located worldwide. Its goal is to provide a global framework for dialogue on the critical forces shaping communications markets and their impact on society, and to promote access to communications for all.

Among the IIC's activities are an Annual Conference, to be held in Montreal this year; the IIC International Regulators Forum which is run in conjunction with the Annual Conference and where regulators discuss the trends and challenges they face in communications; the IIC Telecommunications and Media Forum; and a publications programme which includes the IIC's journal, *Intermedia*. Events organised by National Chapters reflect the make-up and preoccupations of local communications sectors. For further details see [www.iicom.org](http://www.iicom.org).

## **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)

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