



*News Release*

## **TRA Invites Businesses and Consumers to Show Interest in Number Portability Service**

Manama, Kingdom of Bahrain - Monday 13 July 2009

The Telecommunications Regulatory Authority (TRA) launched a national campaign, called “I Love My Number” that invites consumers and businesses to register their interest in keeping their mobile or land line telephone number when changing service provider through the use of number portability services.

As part of its consultation process, TRA is inviting businesses and consumers to register their interest on its website at [www.tra.org.bh](http://www.tra.org.bh) or by calling the TRA consumer affairs line on 80088888. Alternatively consumers and businesses can register their interest by sending an email to [ilovemynumber@tra.org.bh](mailto:ilovemynumber@tra.org.bh) containing their CPR number, full name and the mobile or land line telephone number they wish to keep if at a future date they may wish to change their provider.

Mr Alan Horne, General Director of TRA stated “TRA is currently in the process of implementing number portability services. It is anticipated that the facility of customers being able to keep their number, will be implemented towards the end of the year. Individuals and businesses can only obtain this service from telecommunications service providers once it is implemented in Bahrain. Through this exercise TRA is aiming to gauge the public interest in number portability services with the objective of assisting in the final implementation solution.”

Number Portability will empower consumers and businesses providing freedom to select any operator for their fixed or mobile services at the same time enjoying the ability to keep the same number if they do opt to change operator. The implementation of number portability will further encourage service providers to improve what they offer with the aim of retaining their customers.

Commenting on this, TRA’s ICT Operation Manager Mr. Ahmed Aldoseri said: “TRA looks forward to effective wide public participation at this stage of the implementation of the facility to transfer numbers from one service provider to another (otherwise known as “number portability”). Under the umbrella of public consultations, and with the slogan of “I love my number!”, TRA is directly engaging the public for their views to support the implementation of the required regulation which will have a wide impact in the telecommunications market”.

Mr. Aldoseri went further to say “TRA is focusing on an approach that does not require the subscriber to contact the old service provider, but subscribers will be able to directly contact the

new service provider to request the service. Until number portability is implemented, subscribers can presently request the transfer of their lines to another service provider – which can be done by way of immediate call forwarding or through call forwarding after a “changed-number” announcement. This can be implemented by contacting the subscriber’s current service provider”.

It is worth noting that when a consumer decided to switch to another service provider, the previous provider will not have the opportunity to winback the consumer again. This aims to stimulate service providers to offer better packages and higher quality services and customer support to maintain their subscribers before they decide to switch to another service provider.

### **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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