



News Release

TRA and Consultant to Implement Local Loop Unbundling

Manama – Kingdom of Bahrain, Monday 3 November 2008

The Telecommunications Regulatory Authority (TRA) has appointed TERA Consultants as the consultant to assist in the implementation of Local Loop Unbundling (LLU) offer, which will be a part of the wholesale offering by the Bahrain Telecommunications Company (Batelco) in the Kingdom of Bahrain.

Mr. Adel Darwish, TRA's Market and Competition Manager said: "TERA Consultants will work closely with TRA and the industry to ensure the implementation of an appropriate approach to launch competitive unbundled local loop services and to make them available to competing licensed operators as an addition to the existing Batelco's Reference Offer services".

Mr. Darwish went on to say: "The implementation of LLU will further develop competition at the retail level especially for the provision of high speed broadband, as well as increased product innovation"

The Strategic and Retail Market Review document published in February 2008 identified LLU as one of the key measures; to improve competition in the Kingdom and ensure competitive choice over Batelco's access network.

Note to Editor

Local Loop Unbundling (LLU) is the regulatory process of allowing other telecommunications operators to use the connections from Batelco telephone exchanges to the customer's premises. The physical wire connection between customer and company is known as the "local loop".

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

About TERA Consultants

TERA Consultants founded in 1995 as an independent firm providing economic and strategic expertise in competition, regulation, business development and market analysis. More information regarding TERA Consultants can be viewed at www.tera.fr



From left Mr. Rene Pigot, Mr. Michel Rogy from TERA Consultants and Mr. Adel Darwish from TRA

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