



News Release

TRA Enters a New phase in Support of 2030 Economic Strategy

Sunday 29 March, 2009 – Manama, Kingdom of Bahrain

In a reception held today at the Ritz Carlton Hotel and Spa, The Telecommunications Regulatory Authority (TRA) announced the approach being taking to support the 2030 vision and economic strategy, which was recently announced by the Bahrain Economic Development Board.

TRA also used the occasion to launch its new corporate identity, which was developed to give a more modern image in line with the new phase, and its work program aiming to increase awareness of its role in supporting the effective use of ICT by business and government, as well as individual consumers.

TRA's General Director, Mr. Alan Horne, gave a presentation which covered TRA's achievements in the past 4 years and the impact it had on the local market and Bahrain's economy. He then explained how TRA was responding to the principles of the 2030 economic vision.

Mr. Horne said that TRA is giving greater emphasis to awareness by customers and businesses, in the availability and use of the electronic highways to support economic growth in an environmentally friendly way, and that TRA can assist them in disputes if required. He added that TRAs actions are leading to Bahrain having competitive ubiquitous broadband services supporting the National Economic Strategy.

Mr. Horne also talked about the new awareness campaign TRA is planning to launch in April, aiming to increase public awareness of their rights as well as TRA's roll in assisting them.

Commenting on the occasion, Mr. Horne said:" there's has been significant development in the telecommunications market that affected the national economy positively. Our recent statistics show that employment in the sector increased by 4% in 2008 and by 37% from 2003, and that revenues increased by 6.3%. There has also been an increase of 50% in internet subscribers, and mobile subscribers have increased by 29%". He added:" the mobile penetration reached 138%, and there was a 50% growth in the international outgoing call minutes, and a 30% drop in international average revenue per minute".

Mr. Horne praised the initiatives and the investments being made by Batelco, Zain, Mena Telecom, and other operators in helping to grow the competitive market for ICT services, and support the 2030 vision and the national economy.

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

Media Contact

Dana Chehab

Director of Communications and Consumer Affairs

Tel: +973 17 520000

Mobile: +973 39710033

Fax: +973 17 532125

Email: dchehab@tra.org.bh