



News Release

TRA Announces New Communications and Consumer Affairs Director

Manama, Kingdom of Bahrain – Tuesday 7 July 2009

The Telecommunication Regulatory Authority (TRA) of the Kingdom of Bahrain is pleased to announce the appointment of Basil Al-Arrayed as Communications and Consumer Affairs Director.

This appointment reinforces TRA's commitment to employing and building its Bahraini professional workforce in support of its regulatory responsibilities to telecommunications users, industry and the economy in the Kingdom.

Basil joins TRA with 12 years communications and marketing experience. In his new role with TRA, Basil will be responsible for the Communications and the Consumer Affairs functions. Basil has a Degree in Public relations and Mass Communications.

This appointment for TRA comes at an important stage in the development of telecommunications in the Kingdom of Bahrain. Much of the legislation is either in place or at an advanced stage creating the environment for on going provision of competitive telecommunications. TRA is now increasing its focus to ensuring consumers understand that they have a choice of supplier and understand how new communications services can support industry become more competitive at a national, regional and indeed international basis.

TRA's General Director Mr. Alan Horne commented that "Basil brings to TRA a range of experience, having worked in the media in his early career followed by his time with Batelco and more recently in JWT Advertising, where he structured the strategic framework for through-the-line marketing of Zain, as well as handled the Public Relations of a major bank. With his combined knowledge of telecommunications, the media and a key industry, I am confident that Basil can assist TRA to better fulfill its duties in respect to consumer awareness of the choice in telecommunications services and the fact that TRA can assist consumers particularly when they are having difficulties which their telecommunications provider is not able to solve."



Basil Al-Arrayed

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

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