



News Release

TRA Seeks a Company to Redesign its Website

Manama, Kingdom of Bahrain - Sunday 27 March 2011

The Telecommunications Regulatory Authority (TRA) has issued a Request for Proposals (RFP) inviting companies to provide bids for the redesign, hosting and maintenance of its website (www.tra.org.bh) to allow easier information flow with creativity, user attraction and ease of use.

From its inception, TRA website has been the primary tool through which TRA communicates with industry stakeholders, the general public and any interested party. Its use ensures a significant level of transparency with respect to the actions and decisions taken by TRA. The main function that the website provides is an easily searched repository of all regulation documents.

The new website should provide a fresh look and feel in line with the brand values of TRA's corporate identity, complement the strength of the current website, communicate clear messages to the public, and complement TRA's effort in outreach activities. Since the website is the primary contact channel and point of interaction with the public, the design should be user-friendly, easy to navigate and enable users to find information with ease. TRA's specific requirements can be found on the RFP.

The Full Website Redesign RFP can be viewed on TRA website at www.tra.org.bh. TRA invites submissions of proposals from all interested parties by no later than 11 April 2011 at 4:00 pm.

About TRA

Since its establishment in 2002 the Telecommunications Regulatory Authority of the Kingdom of Bahrain (TRA) has been working with government, consumers, operators and investors to develop the Kingdom of Bahrain into the region's most modern communications hub and to facilitate the growth of the market. As an exemplary Regulator for the region, TRA independently carries out its duties in a transparent and non-discriminatory manner. More information about TRA can be viewed at www.tra.org.bh