



Press Release

TRA's management team meets the media

Thursday 5/7/2007:

With the aim to establish positive relations and open new channels of dialogue, the Telecommunications Regulatory Authority (TRA) management team met today with representatives from the media over lunch at Al Fanar in the Diplomat Radisson Sass hotel.

The attendees were briefed on the impact of liberalizing the telecommunication sector on the Kingdom's economy, and the effect of liberalization on the availability of affordable options of telecommunications services for both residential and business consumers.

During the event, TRA's General Director Mr. Alan Horne presented on the role of TRA as an enabler for establishing effective competition in the sector through its fair and transparent approach in dealing with established and new licensed operators. He also presented TRA working plan, what was achieved and what is planned to be achieved in the coming months.

Mr. Alan Horne said: "We are pleased to meet the media representatives for they play an effective and key role in creating awareness of the telecommunications sector, we are happy to enhance channels of communication and discussion with the media with the aim to educate and increase awareness among consumers on the choices available in this growing and competitive market".

About the TRA

The Telecommunications Regulatory Authority (TRA) was established by Legislative Decree No. 48 of 2002 promulgating the Telecommunications Law. The TRA is an independent body and its duties and powers include protecting the interests of subscribers and users, and promoting effective and fair competition among established and new licensed operators. More information regarding the TRA can be viewed at www.tra.org.bh