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Ringging in the future

Zain Bahrain is committed to bringing the future to the people – in more ways than one.

It prides itself on innovations not only in technology, but in what does with and for the community.

“Since inception, we have focussed on bringing the best telecom technology and service traditions to Bahrain,” said general manager Mohammed Zainalabedin.

“Our growth and string of global firsts have continued and included this year’s ‘star innovations’ - Me2U money transfer and payment through mobile network, as well as the Zain Create entertainment portal that brings the latest music and videos to the mobile phones.”

Mr Zainalabedin said the biggest and most exciting development this year had been the launch of an ambitious network upgrade.

“The region’s first long-term evolution (LTE) technology, being carried out for Zain Bahrain by Nokia Siemens Networks, is an indicator of the value we place on our role as telecom leaders in Bahrain.”

The new technology is expected to vastly boost Zain’s services through improved voice, data and multimedia services.

“Our customers will find a dramatic improvement in accessing the Internet, with speeds of up to 14 Mbps in the first stage and even higher speeds in the second stage,” he said.

The Me2U service is a mobile phone wallet. “This first-in-the-region service now allows you to use your mobile phone to complete international money transfers to 32 countries, purchase airtime for friends and family, send money across Bahrain – or even across the room – to others, make banking payments and perform cash deposits and withdrawals,” said Mr Zainalabedin.

Zain Create is an exciting digital entertainment portal in partnership with the pan-Arab audio-video giant, Rotana Holding Group.

“The partnership allows our customers to conveniently download entertainment productions of Rotana Media Group, opening the gateway to a sprawling world of innovative artistic works,” he said.

Mobile phones are no longer devices for merely making and receiving calls. “They are increasingly becoming a platform for expressing an entire modern lifestyle, be it for business or pleasure,” said Mr Zainalabedin.



● Mr Zainalabedin

“Zain Create will cater to the entertainment needs of a wide spectrum of our customers in Bahrain making a wonderful world for them.”

He said the company also added more value to its entertainment portal with a strategic partnership with UrFilez, the first only on-line and mobile phone social community devoted to the rich, local music of the Middle East, Africa and South Asia.

“Having set new standards in customer retail experience through our experience stores, this year we have gone step further and created a whole new interactive experience at the re-worked Zain’s flagship store in Seef Mall,” said Mr Zainalabedin.

“The latest in digital technology has been used to transform a 350 square metre space into a digitally-enhanced customer experience that places information about products and services front and centre.

“We have also created retail history by launching tailor-made communications and customer services for a growing Asian customer base, by offering helpdesk services in Hindi and a Zain-SKY retail store in Manama Suq



● Basketball just one of the community activities Zain supports

serving customers in English, Arabic and Hindi.”

The company’s community activities support youth in achieving healthy lifestyles through sports, reaching for new goals through education and supporting the cultural aspirations of the community.

“We have worked closely with different sports clubs to support a wide range of sporting fixtures such as football, basketball, tennis and marathon races,” he said.

The biggest and most ambitious initiative has been the launch of Future University Network (F.U.N.), through which Zain Bahrain hopes to leave a lasting imprint on Bahrain’s development. “Bahraini university graduates will be offered an opportunity to enrol in the F.U.N. Programme and work with Zain Bahrain, learn-

ing the dynamics of the corporate world, testing their ideas in the workplace and taking responsibility for their actions in real-time, real-life workspaces,” said Mr Zainalabedin.

“This will equip them for the future when they will take their place as partners in national development.”

Zain puts its success down to its chief resource – its people.

“Our greatest success story has been our ability to tap into the potential of Bahrainis to manage our growth and technological success,” he said.

“We are proud of our international team which brings the best of the industry to Bahrain and which is anchored in the talent of Bahrainis to take the company to great heights.

“The future looks good.”



● The Zain team took on the Bahrain Marathon relay challenge



● Zain's flagship store