

Bahrain Gets Digital Boost as Oman Tech Giant Expands Reach

Consumer tech division launches locally

● Bahrain branch announced

● Tech services to expand

● Oman-Bahrain links deepen

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A major tech breakthrough for Bahrain's consumer market is on the horizon, with the announcement that MHD-ITICS, a leading technology division under Oman's Mohsin Haider Darwish Group, will expand its Consumer Division into the Kingdom.

The move was revealed at OERLive DX 2025, Oman's premier digital transformation conference, held in Muscat on June 25th. MHD-ITICS will operate in Bahrain through Mohsin Haider Darwish for Consumer Services W.L.L, promising a new wave of innovation-driven, high-quality products and services aimed at enhancing everyday living.

Strategic Momentum

This development places Bahrain firmly on the regional map of the growing digital economy. Drawing on its legacy of strategic partnerships and deep industry experience, MHD-ITICS' entry is expected to offer consumers in Bahrain access to some of the



region's most advanced tech solutions in smart devices and digital services.

The Bahrain announcement stood out at the DX 2025 conference, themed 'Transforming

Oman Through Intelligent Technologies'. The event brought together high-ranking officials and digital pioneers aligned with Oman's Vision 2040, underscoring the region-wide ambition to become a global digital hub.

Powerful Collaborations

Organised by United Media Services, the conference featured top voices from Oman's Ministry of Transport, Communications and Information Technology, Oman Chamber of Commerce and Industry, and ITHCA Group. These bodies are championing strategic initiatives

such as the 'Tahawul' Government Digital Transformation Programme, which has made Muscat the most digitally mature governorate in Oman.

Among the speakers were Atulya Sharma, CEO of United Media Services; Dr. Abdullah Al Rashdi, Digital Transformation Advisor; and Dr. Amjed Al Thuhli, Vice Chairman of the Digital Economy & AI Committee. They outlined how artificial intelligence, cybersecurity, and cloud solutions are shaping economic transformation.

Industry Insights

The conference also spotlighted emerging sectors and featured panels with technology and finance leaders from firms including Infoline, SSA Consulting Group, National Finance, and Dhofar Insurance. They explored how digital tools are improving efficiency, security, and customer experiences.

Bahrain-based audiences were also among those reached through The Daily Tribune, which served as one of the official media partners for the event, alongside ZiBi in Zanzibar and Alam Al Iktisaad.

As MHD-ITICS prepares to launch in Bahrain, the expansion signals deeper integration between GCC economies in tech development and service innovation, reinforcing the Kingdom's role in regional digital transformation.



Oman and Bahrain signed a Memorandum of Understanding in 2023 to enhance cooperation in information technology and digital government services.

Standard Chartered, Bahrain FinTech Bay select 10 female-led startups

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Standard Chartered, in partnership with Bahrain FinTech Bay, has announced the selection of ten promising female-led startups to join the sixth cohort of the Futuremakers Women in Tech Bahrain programme.

The programme is part of Standard Chartered's global Futuremakers Women in Tech Initiative, and is supported by strategic partners including Tamkeen, the Supreme Council for Women (SCW), United Nations Industrial Development Organization Investment and Technology Promotion Office (UNIDO ITPO Bahrain) and Innovate for Bahrain. The programme is designed to equip Bahraini women with the tools, networks, and knowledge to accelerate their ventures and contribute to a more inclusive tech ecosystem.

Following a competitive application and evaluation process, ten founders were selected based on the strength of their ideas, the potential for market traction, and alignment with innovation and technology enablement goals. The selection



The selection day

event was held at Innovate for Bahrain in the presence of Afnan Al Zayani, Member of the Supreme Council for Women; Bader Sater, CEO, Bahrain FinTech Bay; Noora Al Nusuf, Head of Corporate Affairs and Brand & Marketing, Bahrain, Iraq and Qatar, Standard Chartered; Faisal Alahmed, Senior Officer - Enterprise Programmes, Programmes Partnership Development, Tamkeen; and Ameer Hassan Abubakr, National Investment Promotion Expert, UNIDO ITPO Bahrain. The selected startups span a wide range of industries, including agritech, information

technology, e-learning, fintech, marketing automation, and healthtech, among other sectors.

The selected ten startups are: Tamam Technology, Information Technology; Engine, FinTech; TellSaleem, HealthTech; Wajba, Marketplace, Food & Beverage; Nabni, Architecture, Real Estate, and Industrial Engineering; AGRI AI, AgriTech; Voxa, Remote Education, Learning, Training; Sadeed Technology, Retail Technology, SAAS; Goodies, Food & Beverage Marketplace and Planway, Event management.

Over the next eight weeks,

these female entrepreneurs will undergo a curated acceleration journey featuring expert-led workshops, one-on-one mentorship, and pitch development sessions. The programme will also connect them with ecosystem leaders and past alumni, fostering a strong network of support and collaboration.

The programme will conclude with a Demo Day, where participants will pitch their ventures to a judging panel, and three winners will be selected to receive financial awards and 3 months' access to a co-working space.

UK music tourism hits record £10 bn in 2024: study

London, United Kingdom

Music tourism contributed a record £10 billion (\$13.8 billion) to the UK economy last year as fans flocked to live shows by Taylor Swift and other big acts, industry data from UK Music revealed yesterday.

"Charli XCX, Bruce Springsteen, Sam Fender and Dua Lipa helped lure a record 23.5 million music tourists to concerts and festivals," UK Music added.

Both figures were up by around one quarter on 2023, while the vast majority of "tourists" were fans travelling from other areas of the UK.

"Taylor Swift's Eras Tour helped drive the 2024 figures to a new high with legions of overseas tourists coming to the UK to see the stars and enjoy concerts and festivals including Glastonbury," it added.

UK Music said this year's Oasis reunion tour, starting

in Cardiff on Friday, "will hopefully continue the success story".

Looking at the total 2024 spending, £5.1 billion came from music tourists attending concerts and festivals in the UK, including the cost of tickets, travel and accommodation, the study showed.

A further £4.9 billion was spent indirectly through the value chain, including costs such as fencing and security," it said.

UK Music noted that "local music ecosystems stimulate the economy by boosting footfall, powering the hospitality and retail sectors, and creating vibrant places that attract residents, visitors, and investment".

Its chief executive Tom Kiehl warned however of "a number of challenges" facing the sector, "such as the rising cost of touring for artists and the threat of closure looming over venues, studios and other music spaces".