

Zain Bahrain sets GCC benchmark

Telecom firm honoured at inaugural GCC ceremony

- 93.33% Bahraini workforce
- First-of-its-kind GCC recognition
- Ministry of Labor nomination

Mahir Haneef
TDT | Manama

Zain Bahrain has been recognized as a regional benchmark in Bahrainization, securing a distinguished honor from the Committee of Labor Ministers of the Gulf Cooperation Council (GCC) Countries for achieving a Bahraini workforce ratio of 93.33%.

The recognition was presented during a first-of-its-kind ceremony in Kuwait that celebrated achievements in civil service, labor, and social affairs across the region. Zain Bahrain was

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Bahrain's telecom sector has one of the highest nationalization rates in the Gulf, with Zain Bahrain crossing 93%, far above the GCC average of 60-70%

nominated by the Ministry of Labor in Bahrain, underscoring its consistent record as one of the Kingdom's top-performing employers of nationals.

Gulf benchmark

The award marks Zain Bahrain's elevation from a leading local employer to a GCC-level



Rana Al Majed, Chief Human Resources and Corporate Sustainability Officer at Zain Bahrain receives the prestigious recognition at the ceremony

standard-setter in workforce localization. The company had previously been recognized in 2023 and 2024 as one of the top employers of Bahrainis, but this

is the first time it has been celebrated on a regional stage.

Commitment to talent

Rana Al Majed, Chief Hu-

man Resources and Corporate Sustainability Officer at Zain Bahrain, said the recognition reflected the company's long-term vision. "Bahrainization is

not just a goal - it is a core value embedded in Zain's culture and strategic vision. We believe in the power of local talent to shape a successful future, and we are committed to continuing our investment in their growth and development," she said.

Regional significance

The event itself was historic, being the inaugural GCC-wide initiative designed to promote integration, excellence, and innovation in human resource development. Ministers, senior officials, and business leaders from across the Gulf attended, making the recognition a significant milestone not only for Zain Bahrain but also for Bahrain's broader labor market.

Zain Bahrain's achievement is seen as both a corporate milestone and a national success story, aligning closely with the Kingdom's economic and social development goals.

Introducing THE SHIFT: Bahrain's New Platform for ESG and Sustainability

- A collaborative initiative by SPAC WLL and Pi Strategica to amplify sustainability stories, inspire collective action, and align with Bahrain's Vision 2030 and Net Zero targets

Manama

Strategic Publicity & Advertising Company W.L.L (SPAC WLL), the media house behind The Daily Tribune and www.newsofbahrain.com, has signed a landmark Memorandum of Understanding (MoU) with Pi Strategica W.L.L., a leading GCC-based consultancy specialising in sustainability and ESG advisory.

The partnership introduces The Shift, a new digital media platform launching on 7 September 2025 dedicated entirely to sustainability, climate ac-



P. Unnikrishnan, Chairman and Managing Director of SPAC WLL and Ghizlane Rahali, Chief Executive Officer of Pi Strategica W.L.L

tion, and ESG-driven practices in Bahrain and the wider region. By combining SPAC WLL's media influence with Pi Strategica's sustainability expertise, The

Shift aims to bring ESG values into the mainstream and inspire active participation from businesses, policymakers, and the community.

Operating primarily across social and digital channels, The Shift will share ESG updates and success stories, highlight industry best practices, curate

original multimedia content, and provide a space for thought leadership on climate resilience, social equity, ethical governance, and circular economy solutions. The platform will also amplify awareness campaigns and host interactive events and workshops designed to accelerate Bahrain's sustainability transition.

P. Unnikrishnan, Chairman and Managing Director of SPAC WLL, described the initiative as both timely and essential: "This partnership is the need of the hour, and we take it as our corporate responsibility to promote sustainability and ESG values in Bahrain. The Daily Tribune and newsofbahrain.com will continuously support these initiatives, ensuring they become part of the Kingdom's broader drive for sustainable development."

Ghizlane Rahali, Chief Executive Officer of Pi Strategica W.L.L., emphasised the platform's alignment with Bahrain's national goals: "We are proud

to co-develop The Shift — a platform designed to champion responsible practices, inspire meaningful change, and align with the Kingdom of Bahrain's Vision 2030 and Net Zero goals. As sustainability specialists, we believe in the power of knowledge and collective action to accelerate the transition to a circular economy — one where everyone has the opportunity to participate, contribute, and benefit. It is an honour to dedicate ourselves to making sustainability and ESG accessible, engaging, and action-driven for our community."

Through The Shift, SPAC WLL and Pi Strategica are committed to turning awareness into action and creating a more informed, inclusive, and impactful sustainability dialogue in Bahrain. Follow Theshift on Facebook and Instagram at @theshift_2030.

For more information, please contact: shiftbahrain2025@gmail.com, sales1@newsofbahrain.com

88 postal operators suspend services to US over tariffs: UN

AFP | Geneva

Postal traffic to the United States plunged more than 80 percent following Washington's imposition of new tariffs, with 88 operators worldwide fully or partially suspending services, the Universal Postal Union said yesterday.

The UPU, the United Nations' postal cooperation agency, is working on "the rapid development of a new technical solution that will help get mail moving to the United States again", its director general Masahiko Metoki

said in a statement.

US President Donald Trump's administration announced in late July that it was abolishing a tax exemption on small packages entering the United States from August 29.

The move sparked a flurry of announcements from postal services, including in Australia, Britain, France, Germany, India, Italy and Japan, that most US-bound packages would no longer be accepted.

The UPU said data exchanged between postal operators via its electronic network showed that



French Customs officers control postal parcels in sorting centre of La Poste near Paris

traffic to the United States was down 81 percent on August 29, compared to a week earlier.

"Furthermore, 88 postal operators informed the UPU they have suspended some or all postal services to the US until a solution is implemented," it said.

These included Germany's Deutsche Post, Britain's Royal Mail and two operators in Bosnia and Herzegovina.

Based in the Swiss capital Bern, the UPU was established in 1874 and counts 192 member states. It sets the rules for international mail exchanges and makes recommendations to improve services.

Anthropic to pay \$1.5 bn over pirated books

AFP | New York

Anthropic will pay at least \$1.5 billion to settle a US class action lawsuit over allegedly using pirated books to train its artificial intelligence models, according to court documents filed yesterday.

"This landmark settlement far surpasses any other known copyright recovery," said plaintiffs' attorney Justin Nelson. "It is the first of its kind in the AI era."

The settlement stems from a class-action lawsuit filed by

authors Andrea Bartz, Charles Graeber, and Kirk Wallace Johnson, who accused Anthropic of illegally copying their books to train Claude, the company's AI chatbot that rivals ChatGPT.

In a partial victory for Anthropic, US District Court Judge William Alsup ruled in June that the company's training of its Claude AI models with books -- whether bought or pirated -- so transformed the works that it constituted "fair use" under the law.