

Bahrain pitches AI Supply Chain plan to UK Titans

London panels spark investor interest

- AI, sustainability reshape logistics
- UK firms explore Bahrain shift
- EDB hosts strategic discussions

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Bahrain is stepping up efforts to position itself as a next-generation logistics and manufacturing hub, spotlighting artificial intelligence, regulatory agility, and location advantages in high-level discussions with UK industry leaders.

During a two-panel event hosted in collaboration with Financial Times Live in London, the Bahrain Economic Development Board (EDB) made a strategic pitch to British investors, framing Bahrain as an emerging centre for AI-powered, sustainable, and cost-efficient supply chains. The panels, held under the theme ‘Shaping the Next Generation of Manufacturing and Logistics Hubs’, brought together top executives from major UK firms in automotive, ports, technology, and advanced manufacturing.

AI and access

The discussions focused on two core trends disrupting global logistics: the rise of AI in sup-



ply chain operations and the geographic shift of hubs closer to critical resources and consumer markets. Officials from Bahrain emphasised that the island nation’s simplified regulations, mature digital infrastructure, and direct access to Gulf markets offer a compelling case for companies seeking alternatives to overstretched or cost-heavy supply routes.

Ali AlMudaifa, Chief of Business Development at Bahrain EDB, and Ahmed Sultan, Executive Director for Manufacturing, Transport & Logistics, joined a panel that also featured Geraint Evans, CEO of UK Major Ports

Group. Together, they examined how tariff shifts and sustainability pressures are driving a re-evaluation of traditional logistics corridors.

Industry voices weigh in

The first panel included Steven Armstrong, Chair of Morgan Motor Company, Lina Huertas from Microsoft UK, and Riddhi Karambelkar of Brompton Bicycle. They explored trends like time-to-market acceleration and cost-effective manufacturing consolidation. Microsoft’s Huertas discussed how digital twins and predictive analytics are reshaping factory floor decisions,



while Armstrong highlighted the need for closer proximity between manufacturing sites and emerging markets.

Moderated by Financial

Times’ Benjamin Parkin, the sessions also included insights from Bahrain’s Minister of Sustainable Development and EDB Chief Executive, H.E. Noor bint

Ali Alkhulaif, who underscored Bahrain’s commitment to sustainable industrial growth.

Future-ready vision

The event was part of a broader visit by Bahrain’s EDB to the United Kingdom, aimed at strengthening bilateral investment ties and showcasing Bahrain’s readiness to accommodate next-gen industrial ecosystems. As companies seek resilience and operational efficiency amid mounting global pressures, Bahrain’s leadership is betting on digital innovation and geographic agility to turn the Kingdom into a regional command centre for manufacturing and logistics.

Bahrain’s pitch in London marks a calculated move to attract firms rethinking their global supply chain architecture.



According to PwC, 86% of global supply chain executives say AI will be essential for logistics competitiveness by 2030.

Private sector powers Bahrain’s Tree Drive as stc, Chalhoub & Buhindi back National Greening Plan

1,000 trees to be planted

- stc launched project in 2021
- Chalhoub & Buhindi join push
- Supports afforestation by 2035

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stc Bahrain’s grassroots tree-planting campaign has received a fresh boost from two major private sector partners, with Chalhoub & Buhindi pledging to plant 1,000 trees across the Kingdom.

The initiative, part of the company’s wider ‘Trees for Life’ campaign, aligns with Bahrain’s National Afforestation Plans to double the country’s tree cover by 2035. The campaign also



Officials during a group photo opportunity

supports the Kingdom’s efforts to mitigate climate change and enhance environmental sustainability.

New Partners Join In

The pledge was made as part of a new partnership agreement with stc Bahrain, a digital enabler that launched the ‘Trees for Life’ initiative in 2021. The campaign is being carried out in

coordination with the Supreme Council for Environment and the Ministry of Municipalities Affairs and Agriculture.

Sh. Zeyad Al Khalifa, Chief Government Affairs Officer

at stc Bahrain, said the initiative reflected the firm’s wider environmental commitment. “At stc Bahrain, we are deeply committed to advancing sustainability and driving positive environmental change,” he said. “Through initiatives like ‘Trees for Life,’ we aim to create tangible environmental impact while inspiring organisations and individuals to join us in taking action.”

Corporate Commitment

Lamees Qasem, Managing Director of Chalhoub & Buhindi, said the collaboration reflects shared values. “Planting 1,000 trees is a step toward creating a healthier, more sustainable environment, and it reflects Chalhoub Group’s ongoing commitment to making a positive impact in the communities we serve,” she said.

The move highlights a growing role for private companies in

Bahrain’s green transition, with partnerships like this driving momentum towards national sustainability targets.

The ‘Trees for Life’ campaign has become one of the private sector’s most visible contributions to Bahrain’s climate goals.



Tree-planting initiatives can reduce urban temperatures by up to 4°C, significantly lowering energy use and improving air quality in dense city areas.