

Zain launches ZainTech



Officials during the launch

● **A one-stop shop servicing enterprises and governments across the region**

TD | Manama

Zain Group, a leading telecom pioneer, announces the establishment of ZainTech, a new operating regional entity that unifies the Group's ICT assets.

The new entity offers a unique value proposition, centred on a one-stop provision of comprehensive enterprise digital solutions and transformation services all under one roof.

ZainTech will also incorporate NXN and Zain Data Park providing premium customer experience, local presence and support to enterprises and government clients across the region.

The launch of ZainTech, a first among Middle East operators, was made during a ceremony held at GITEX 2021 in Dubai that was attended by Zain Group Chief Technology Officer, Nawaf Algharabally, Zain Saudi Arabia Chief Business and Wholesale Officer, Saad Al Sadhan and the newly appointed Zain Tech CEO, Andrew Hanna and other distinguished business and telecom figures from across the region.

ZainTech will operate and leverage Zain's global reach, unique footprint and infrastructure across its operations as well as other key markets in the Middle East. It will offer

a single point of contact for sales and personalized customer care for multi-national corporations that have multiple presence across the region.

Moreover, the new entity will address a wide array of business needs ranging from solutions for cloud, cybersecurity, and associated managed and professional services. It will also provide standard and customized digital solutions addressing the unique needs of different verticals leveraging the latest innovations in IoT, Big Data, Artificial Intelligence, and emerging technologies.

Bader Al-Kharafi, Zain Vice-Chairman & Group CEO, said: "ZainTech is a major step in Zain's '4Sight' strategy, signifying a vital development in our determination to transform Zain into a multi-core digital business."

Al-Kharafi continued, "It is my pleasure to announce the appointment of Andrew Hanna as CEO of ZainTech. Andrew will work closely with Zain Group and opco leadership to grow Zain Tech's presence in the region and beyond, ensuring we continue our transformation towards our new core. Andrew brings over 25 years of telecommunications & ICT experience gained in a wide variety of global and regional roles."

Andrew Hanna, CEO of ZainTech, commented: "ZainTech aims to empower customers to embrace innovation, digital disruption and future technologies, creating value and allowing them to make their aspirations a reality."

Export of national products up 76%

● **16% increase in the value of total merchandise imports**

● **Saudi ranks first in the volume of national exports**

● **Unwrought aluminium alloys top products exported**

● **Deficit decrease by 99.8%**

TD | Manama

The export of Made-in-Bahrain products jumped 76% during the third quarter of 2021, said the latest foreign trade report, which also reports a 99.8% improvement in the trade balance.

Third-quarter trade balance -the difference between exports and imports- recorded a deficit of BD1 million, compared to BD335 m in the same quarter a year ago.

National origin export rise

The data published by the Information & eGovernment Authority reports the value of exports of national origin as BD1.174 billion, compared to BD669 m for the same quarter of the previous year. The top 10 countries purchased from Bahrain accounted for 73% of the total value, with the remaining countries accounting for 27%.

Saudi ranked first by importing BD236 m worth of national origin products from Bahrain.

The United States of America was second with BD211 m and the United Arab Emirates third with BD108 m.

Unwrought aluminium alloys emerged as the top products exported at BD382 m, agglomerated iron ores and concentrates were second with a value of BD250 m, and Unwrought aluminium (not alloyed) third with BD63 m.

Imports increased 16%

Meanwhile, the value of imports increased by 16%, reaching BD1.349 bn during Q3, compared to BD1.166 bn in the year-ago quarter.

The top 10 countries accounted for 70% of imports and the remaining countries 30%.

Brazil ranked first with a total value of 214 m, China was second with BD167 m, and the United Arab Emirates was third with BD95 m.

Non-agglomerated iron ores

and concentrates emerged as the top product imported into Bahrain, with a total value of BD249 m. Aluminium oxide was second with BD80 m, and parts for aircraft engines were third with BD52 m.

Four-wheelers top re-exports

The third-quarter total value of re-exports increased by 22% to reach BD175 m, compared to BD143 m in the same quarter a year ago. The top 10 countries accounted for 84% of the re-exported value, while the remaining countries accounted for 16%. Saudi Arabia ranked first with BD53 m, the United Arab Emirates second with BD50 m, and Singapore third with BD11 m.

Four-wheel drive cars emerged as the top product re-exported from Bahrain with BD20 m, Gold ingots came in second place with BD17 m, and parts for aircraft engines came third with BD15 m.

Avaya Spaces enables Emaar Properties to compose better digital real estate experiences

TD | Dubai

Avaya said it is helping Emaar Properties PJSC to fast-track growth with digital real estate buying experiences powered by Avaya Spaces, the workstream collaboration platform for the digital workplace.

Property sales in Dubai having bounced back over the last 12 months, 64,000 units are to come online in the next year, according to Dubai Land Department records.

The solution enables Emaar Properties' website visitors to instantly initiate video sessions with an expert to enquire about any property.

The video consultation solution takes place through a browser-based interface that delivers seamless interaction over video, voice and chat while



enabling agents and buyers to send and receive files or screen share.

And to ensure security compliance, every video session creates a unique browser address, which expires after a certain period. Data shared via the chat function during these video consultations is encrypted and

is deleted at the end of the call.

Avaya Spaces offers evolved Unified Communications capabilities via a user's preferred device, with AI-enhanced meetings and simpler, integrated voice and video calling powered by Avaya OneCloud™ CPaaS (Communications Platform as a Service).

The service is designed to be always-on, so that prospective buyers can launch video consultations anytime. If a video session is initiated and no property expert is available, the buyer is placed in a virtual waiting room. They are then automatically connected with the next available expert.

"Emaar Properties' track record as a real estate pioneer is based on the memorable experiences that it provides to the owners and residents of its developments. And now, the company is delivering a digital buying experience that preserves the all-important human touch of a face-to-face transaction," said Nidal Abou-Ltaif, President, Avaya International.

The solution composed by Emaar Properties will be on display on Avaya's stand at GITEX Global 2021.

Oasis Mall Juffair holds third-anniversary celebrations

TD | Manama

Oasis Mall Juffair 'Your favourite neighbourhood mall' celebrated its 3rd Anniversary with an event under the patronage of Shaikh Hisham bin Abdul Rahman bin Mohammed Al Khalifa, the Capital Governor.

Hassan Abdullah Al-Madani - Deputy Governor of Capital Governorate, Shaikha Hind bint Salman Al Khalifa - Board Member, Bahrain Chamber of Commerce & Industry, Samir Misra - Territory Head Al Rashid Group along with senior officials of Al Rashid Group were present.

In a statement, Hassan Abdullah Al-Madani praised the efforts of Al Rashid Group in supporting and revitalizing the commercial movement in the Kingdom, through the continued growth and expansion of its business. "This mall is an iconic venue in Bahrain. It's in the heart of the country, with prom-



Hassan Abdullah Al-Madani - Deputy Governor of Capital Governorate, Shaikha Hind bint Salman Al Khalifa - Board Member, Bahrain Chamber of Commerce & Industry (BCCI) and Samir Misra - Territory Head Al Rashid Group with senior officials of Al Rashid Group

inent facilities to offer to its customers. The Capital Governorate is delighted to state that this mall has recently been awarded the 'Healthy Mall' status in the country," stated Madani.

Samir Misra stated, "The 3-year journey for Oasis Mall Juffair has been phenomenal. Our success is because of our tenants, the in-mall facilities we offer, the amazing location we are based in, our employees & above all the love that our cus-

tomers have shown towards us. Our customers visit us for enjoying a great experience. We believe & work towards creating this experience for them."

"50 Brands - 50 Offers"

To celebrate this anniversary, the mall launched The Biggest Promotion in town - "50 Brands - 50 Offers".

The offers will be from 14th to 19th October 2021. They will cover all categories from Fashion, Furniture, Food, Entertainment, Watches, Jewellery and much more. It's the perfect time for our customers to experience some shopping therapy. The offers on Fashion include Flat 50% OFF at Centrepoint, Flat 30% OFF at Max, Up to 75% OFF at Koton, Buy 2 Get 1 Free at Red Tag, Up to 50% OFF at Adidas Shoexpress, Olympia and Shoot stores.

Enjoy the latest movies in Arabic & English at Cineco, along with a free Popcorn tub

on purchase of Coca Cola. It's the perfect time to redecorate your home with a Flat 30% OFF at Home Box & a Flat 40% OFF at Royal Carpet.

The offers do not end here. There is more than meets the eye with Up to 70% OFF at Ehsan Optics & Eyezone. Get the perfect fragrance from Parfume with Up to 30% OFF and Get a free gift with purchase at Asgarali. Get the Jewellery or Watch you always wanted with amaz-

Fun activities

Along with "50 Brands - 50 Offers" there will also be a host of fun activities for customers daily. Oasis Mall Juffair is located in the heart of the city with a Cinema, Supermarket, Fun City for Kids & multiple shopping stores. The mall has parking spaces for more than 700 cars in this part of town.