

Zain Bahrain launches new innovative app (Zain Super App) in partnership with Keyrus

Company submission

Zain Bahrain, officially announces the launch of its new innovative App (Zain Super App) in partnership with Keyrus, a global consultancy specialized in data and digital experience. It aims to offer customers a unified experience built on the Omniflow AI-powered platform. This step is part of Zain Bahrain's ongoing strategy to further accelerate its digital transformation journey, in line with Bahrain's Economic Vision 2030, and to meet the growing customer demand for fast, seamless, and personalized digital services.

The new innovative Zain Bah-



Ammar Al-Ketbi Zain Bahrain Acting CEO

rain Super App is built on the Omniflow AI-powered platform, providing advanced and easy-to-use solutions tailored to custom-



Sara Bouchrara Omniflow CX Managing Director

er needs. With its data-driven core, Omniflow platform enables the continuous optimization of customer experience

and value management, making every interaction more innovative, relevant, and engaging.

Zain Bahrain customers can now complete multiple services through the new app including monitoring and managing their usage in real time, effortlessly selecting ideal plans that suit their needs, explore a wide variety of add-ons to further enhance their experience, access intelligent customer support, shop for products and digital services, enjoy seamless access to integrated services from local partners, and manage all payment and recharge options seamlessly.

Ammar Al-Ketbi, Zain Bahrain Acting CEO, commented:

"Zain Bahrain's newly launched next-generation app represents a major milestone in the company's ongoing digital transformation journey. It reflects Zain's unwavering commitment to placing customer experience at the heart of its innovation efforts. Built with direct input from customer feedback, the app was designed to address real needs and expectations, delivering a more intuitive, seamless, and efficient user experience. This launch marks a significant leap forward in digital customer engagement, empowering users to manage multiple services effortlessly through a single, unified platform."

Sara Bouchrara, Omniflow CX

Managing Director, commented: "Zain Bahrain's vision for a unified digital experience is a perfect match for the capabilities of our Omniflow platform. This partnership demonstrates how telecom operators can unlock value by combining UX excellence, agile integration, and data-driven intelligence. It also reflects the momentum of CX transformation across the Middle East, where forward-thinking players like Zain are reshaping the way technology empowers customer engagement."

Zain Bahrain remains dedicated to enhancing customer experience with innovative solutions and services.

(This content was submitted by Zain Bahrain)

AUBH Awards Full Scholarships to Six Outstanding Bahraini Students

Company Submission

The American University of Bahrain (AUBH) has announced the award of full scholarships to six outstanding Bahraini students across various academic disciplines, in recognition of their remarkable achievements and academic excellence.

This initiative reflects AUBH's commitment to fostering educational excellence, empowering national talent, and fulfilling its social responsibility towards the Kingdom of Bahrain, while playing a pioneering role in enabling students to access world-class education.

A record-breaking 160 applications were submitted this year — the highest number received since the establishment of AUBH. Following a rigorous evaluation process led by a specialized selection committee, six outstanding students were chosen. The selection was based on well-defined criteria, including academic excellence, demonstrated leadership potential, and active participation in extracurricular activities.

The selected students included Noora Isa Alkaabi, Hala Saher Maarooif, Sara Salah Juma,



Ebrahim Faqihi, Jood Hesham Al Hashemi, and Ali Abbas Ghafail.

These full scholarships will enable the students to pursue their undergraduate studies at the American University of Bahrain, where they will benefit from a high-quality American-style education. AUBH offers forward-looking academic programs aligned with the evolving demands of the labor market, supported by a dynamic learning

environment and world-class facilities that promote both personal development and professional preparedness.

Dr. Wafa Almansoori, Interim President and Provost at the American University of Bahrain, stated: "We are proud to support outstanding young talents, as they embody the true spirit of our educational mission. At AUBH, we strive to provide impactful opportunities that empower students to pursue

their goals and thrive within an innovative and world-class academic environment. By investing in their potential, we aim to help shape a brighter future for Bahrain, driven by a new generation of visionary leaders and pioneers ready to leave their mark across a wide range of fields."

Dr. Amal Al Awadhi Dean of Students at AUBH, commented, "We are proud to support Bahraini youth and to empower

them in pursuing their education at a prestigious institution like AUBH. Our continued efforts reflect our strong belief in the importance of investing in human capital as a cornerstone for sustainable development and a knowledge-based economy."

The scholarship recipients and their families expressed their heartfelt gratitude to the American University of Bahrain for this life-changing opportunity.

ty. They described the scholarships as a turning point in their academic and professional journeys, and a strong motivation to strive for continued excellence. Moreover, they affirmed their commitment to maintaining academic excellence, contributing meaningfully to the university's academic environment, and acquiring the knowledge and experience essential for a successful and promising professional future.

(This content was submitted by Zain Bahrain)

Saudi announces \$5 billion in Syria investments

Over 100 investors arrived in Damascus

● Trump lifted most sanctions against Syria in May

● Saudi Arabia and Qatar pledged to settle Syria's debt

● Despite vows to unify, Damascus has struggled to maintain order

AFP | Riyadh, Saudi Arabia

A Saudi delegation visiting Damascus yesterday inked investment and partnership deals valued at \$5 billion to help rebuild war-battered Syria, the oil-rich Gulf kingdom announced.

Saudi Arabia has been a major backer of the new Syrian gov-



Saudi Arabia's Investment Minister Khalid bin Abdulaziz al-Falih (C-L) and his delegation being received at Damascus International Airport

ernment, which seized power after Islamist-led rebels toppled longtime ruler Bashar al-Assad in December following 14 years of civil war.

The delegation of some 150 investors and representatives of the Saudi public and private sectors, led by Investment Minister Khalid Al-Falih, attended a forum in Damascus.

"The announced investments, valued at 19 billion Saudi riyals (about \$5 billion), span vital and strategic sectors, including real estate, infrastructure, communications and IT, transportation and logistics, industry, tourism, energy, trade" and more, a statement from the investment ministry said.

On Tuesday, the ministry

had said the Damascus forum aimed to "explore cooperation opportunities and sign agreements that enhance sustainable development and serve the interests of the two brotherly peoples".

Earlier this month, President Donald Trump formalised the dismantling of US sanctions on Syria, hoping to reintegrate the

country into the global economy.

He had already lifted most of the measures in May, responding to appeals from Saudi Arabia and Turkey.

The US president met Syria's interim leader Ahmed al-Sharaa during a visit to Saudi Arabia the same month.

Sharaa, a former jihadist, had also paid a visit to Riyadh in

February in his first trip abroad since Assad's ouster.

Earlier this year, Saudi Arabia and Qatar pledged to settle Syria's debt to the World Bank, totalling about \$15 million.

Despite vows to unify the country, the new government in Damascus has struggled to maintain order, with deadly clashes involving minority groups raising questions about Syria's stability.

Bloody violence in Sweida province earlier this month started with clashes between Druze fighters and Sunni Bedouin tribes but soon escalated, with Israel later intervening with air strikes targeting government installations.

More than 1,300 people, mostly Druze, were estimated to have been killed during the fighting, according to the Syrian Observatory for Human Rights monitor.