

Bahrain Chamber launches e-application and digital assistant ‘Issa’

Manama

A milestone in the Chamber’s digital transformation journey
As part of its ongoing efforts to elevate services and enhance member experience, the Bahrain Chamber of Commerce and Industry has launched its new e-application alongside the launch of “Issa,” its AI-powered digital assistant. This pioneering step highlights the Chamber’s commitment to digital transformation and the adoption of smart solutions that strengthen Bahrain’s business ecosystem.

Unified platform with comprehensive services

The Bahrain Chamber application simplifies the members’ journey and provides them with a unified digital platform that provides seamless access to various services through the website and smart application, facilitating the completion of transactions at any time and from anywhere, and the application includes a wide package of basic services such as electronic certifications, viewing tenders and initiatives, registration and participation in events, booking appointments, in addition to dispute resolution services, and a distinguished support path, in addition to the opportunity to view the latest news and reports of the Chamber.

Secure Access and Enhanced Personalized Services

Enhanced with Ekey 2.0 integration, the app ensures a highly secure registration process through Bahrain’s national digital ID. This system not only guarantees data protection but also collects key insights into members’ interests, allowing the Chamber to deliver more targeted services and support that match their business needs.

Digital Assistant “Issa” ... A qualitative leap in the service of members

The integration of artificial intelligence technologies into the application through the digital assistant “Issa” is a new leap forward in the path of smart services at the Chamber, as it provides members with instant access to information and data from the Chamber’s official sources, enhancing efficiency and reducing time and effort.
Issa allows business owners to easily access comprehensive information on services and membership, committees and initiatives, laws and legislation, as well as the latest news and events, as well as clear guidance on the procedures and requirements of various business transactions, which facilitates the steps of completing business and enhances the speed of response to the needs of members.

Commitment to digital transformation

The Chamber stressed that the launch of the smart application represents a strategic step in its journey of digital transformation,

His Excellency Sameer Abdulla Nass, Chairman



enrich smart content, support decision-making, and introduce new tools based on artificial intelligence, in line with the aspirations of the business community and improve the quality of services provided.

A sustainable future vision

This initiative aligns with the Chamber’s long-term vision of cementing its role as a leading economic institution locally and regionally. By investing in smart technologies and developing digital content that empowers entrepreneurs and investors, the Chamber aims to advance sustainable economic development in the Kingdom and foster a more dynamic business environment.

Chairman of the Bahrain Chamber, Sameer Nass, stated: “The launch of the Bahrain Chamber’s new e-application, along with its AI-powered digital assistant ‘Issa,’ marks a significant milestone in our ongoing journey of digital transformation. This step reflects our determination to enhance the quality of services provided to the business community and to align with the latest global advancements in technology.”

He added: “We take pride in being among the first chambers of commerce in the region to introduce an artificial intelligence personality dedicated to serving our members. This achievement underlines the Chamber’s pioneering vision and its proactive approach to anticipating challenges, seizing opportunities, and delivering innovative solutions.”

Mr. Nass emphasized that what sets this development apart is not only its alignment with international best practices, but also its member-centric focus, designed to simplify and enrich the user journey. Members can now seamlessly access core Chamber services anytime and anywhere, from electronic attestations and appointment bookings to reviewing tenders, initiatives, and participating in events.

He continued: “In this current management cycle, we have placed digital transformation and the advancement of smart services at the heart of our strategy. This direction serves as a foundation to strengthen competitiveness and to foster the sustainability of private sector institutions.”

He highlighted that the launch of the application and the assistant ‘Issa’ is a tangible expression of this vision, representing the first step in a broader plan to expand digital services and integrate more advanced AI-driven tools, tools that respond to the aspirations of the business community and support effective decision-making.

Concluding, Mr. Nass affirmed: “The Chamber regards this accomplishment as a reaffirmation of its unwavering commitment to its members to remain their trusted partner and the leading economic institution that keeps pace with global changes, while enabling Bahrain’s business community to thrive and compete at local, regional, and international levels.”

Chamber links App to National Strategy

AI power with national purpose

● Launch linked to national digital strategy

● Comprehensive business support

● Empowers business owners with AI tools

Mahir Haneef
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Bahrain Chamber’s new app and digital assistant are closely linked to the Kingdom’s national digital strategy, leaders of the Bahrain Chamber said on Wednesday, highlighting that the initiative reflects Bahrain’s determination to remain at the forefront regionally and globally.

Speaking on the sidelines of the launch of the app and the digital assistant, His Excellency Sameer Abdulla Nass, Chairman of the Bahrain Chamber of Commerce and Industry, revealed

that the Chamber initiated the idea of having an app to communicate with its members, solve their queries, and provide access to services six years ago. “It was something that we initiated six years ago and we wanted to bring it to this level. Still, this is just the beginning. This app will be continuously developed to a certain level that we wish,” H.E. said.

National strategy

Basim AlSaie, Executive Committee Member of Bahrain Chamber, said, “Bahrain is pushing a lot, trying to be at the forefront of the world and in the region in terms of digital transformation and digital services. Most of the government entities and ministries have floated their services in the digital world. AI is starting to peak now in terms of usage and integration, and this will only accelerate. The launch today will make it more seamless and more transparent,” he said, adding that it will become the norm in the future.

The Government of Bahrain is always leading and pushing forward on a regional level, and the countries in the region are competing in a very healthy way in adoption of digital services, the Bahrain Chamber official said on the sidelines of the launch event on Wednesday.

Mr. AlSaie noted that the risk increases as more services move online and underlined the importance of investment in cybersecurity to safeguard information and prevent any unlawful or illegal activities.

Business benefits

Mr. AlSaie explained that the Chamber’s app gives members “the right and the freedom to pick what they want,” allowing businesses to receive updates most relevant to their sector. It’s all a data-drive and data-centric approach, he added.

Adoption and use of the app by the members of the Chamber will go up as they realize that all

queries and services can be resolved through the app itself, the Executive Committee Member said. The AI assistant is a big leap because it’s not a normal chatbot but one that encompasses a lot of information that is very essential today for conducting business, he explained.

Regional example

To highlight Bahrain’s progress, Mr. AlSaie shared an anecdote where a visa renewal in Europe took “almost a month and a half,” compared to just days in the Kingdom. This shows the level of digitalization that has happened in the region, specifically in the Kingdom of Bahrain, he said. “The government has a very ambitious strategy and we, at the private sector, is also pushing very hard in multiple areas,” Mr. AlSaie said. Commending Tamkeen’s initiatives in training users in AI, he said, “We believe that Bahraini companies should be at the forefront of having the best tools that they can use to boost their efficiency and productivity. This is a beginning, and it is a continuous process.”

and reflects its continuous commitment to adopting innovative solutions that enhance the competitiveness of the business environment in the Kingdom of Bahrain, and this achievement is the beginning of a continuous development process through which the Chamber seeks to

Basim AlSaie, Executive Committee Member of Bahrain Chamber

