

Tamkeen plans 'new approach'

New programmes aim to ensure Bahrainis remain employee of choice in private sector

Staff Reporter
TDT | Manama

Labour Fund Tamkeen's strategic approach, which comes as a response to the current economic reality along with the rapidly changing global economic climate, was stressed at the organisation's Annual Consultation Forum, which was held yesterday at Four Seasons Hotel Bahrain Bay.

The new approach is underpinned by Tamkeen's commitment to achieving tangible impact and driving sustainable growth in the national economy, ensuring that Bahrainis are the employees of choice in the labour market.

Highlighting the importance of Tamkeen's strategic partnerships with various market segments and groups of individuals and enterprises, Chief Executive of Tamkeen Husain Mohammed Rajab ensured the continuity of the development process apart from improving the services, programmes, and initiatives that Tamkeen provides.

He stressed the value of ongoing communication with the private sector, given its role as a critical partner in the consultation process. In that regard, Tamkeen hosted a series of consultation meetings held in the lead up to the Forum with several of its partners in the private sector.

The feedback shared by representatives of various industries helps Tamkeen ensure that the programmes and initiatives it



Rajab along with other senior Tamkeen officials speaks to members of media

develops addresses key challenges or opportunities highlighted.

"We are working to provide a model that achieves sustainable economic growth and contributes to building comprehensive development driven by innovative and technological solutions that cater to the requirements of the current market," he said.

This year's annual consultation forum was held virtually to ensure effective and direct communication with partners and customers.

Tamkeen presented some of its key highlights from its activities over the past few years, as well as showcased its strategic direction, which includes a high-level of integration with various parts of the economy and the Economic Recovery Plan.

Tamkeen aims to drive economic growth through attracting direct investment, facilitating job creation, diversifying income streams, encouraging

productivity, developing the local workforce while also considering local and global market needs.

Moreover, Rajab stressed that Tamkeen's current strategy was developed with the objective of creating a strong impact in the local market. The strategy focuses on high-potential sectors that contribute to sustainable economic growth, the creation of high-quality jobs, and the introduction of new income sources.

"Tamkeen will continue to support both enterprises and individuals, encouraging their growth and adaptability, along with fostering an innovative mindset thus ensuring continuity and contribution to the national economy."

Accordingly, a series of new programmes and initiatives designed to deliver this impact have been announced. These programmes will also help develop the growth of the high-potential sectors, increasing diversification and the GDP. They will

be introduced gradually over the upcoming period, with the first fifteen programmes announced during the Forum.

The Chief Executive stressed the need to develop high potential sectors through the proposed support programmes due to their active role in creating tangible economic opportunities and their ability to support small and medium enterprises.

Speaking to The Daily Tribune, on the sidelines of the event, Rajab said: "Tamkeen is considered to be one of the key economic institutions responsible for the growth and development of the economy. Over the past 15 years, Tamkeen has pumped substantial support to the economy through direct and indirect ways. Our new strategy focuses on higher levels of productivity.

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"We are launching a large number of programmes that are objective specific; some of them focus on human capital development and remaining focus on enterprise development."

- HUSAIN MOHAMMED RAJAB,
TAMKEEN CHIEF EXECUTIVE

enterprise development."

The fifteen programmes announced are an enhancement of Tamkeen's offering, adopting a new incentive-based approach that encourages enterprises to grow and expand by motivating them to achieve the best possible results.

These programmes will allow enterprises to also play a key role in furthering digital transformation by adopting new technologies to improve productivity, flexibility, and increase profits, while also presenting opportunities for creativity and innovation in the face of challenges within the local market.

Tamkeen will also continue to incentivise individuals and

enterprises that demonstrate the potential to grow, learn new skills, adopt technology, and achieve high impact results, to become competitive both locally and globally – ensuring they remain the employee of choice in the labor market.

Tamkeen also unveiled its new brand identity which complements the transformational phase the organisation is undergoing. The new identity represents the importance of change, a principle that will be reflected in all internal practices and initiatives and is symbolized through a new logo.

The attendees also had the opportunity to share their opinions and suggestions during the in-depth introductory sessions held after the main presentation.

These sessions were conducted in parallel and hosted by Tamkeen sector representatives, bringing them together with entrepreneurs and private sector representatives to discuss the challenges present in today's market and how to address them, in addition to presenting Tamkeen's new programmes and the ways enterprises and individuals can benefit from them through the improved customer journey.

The forum concluded by addressing the most prominent recommendations which re-emphasised the need for a rapid response to ongoing market changes to enable the growth of private sector enterprises and the development of the national workforce.

Food safety rule violators warned by Industry Ministry

Nargis Al Banna
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The Ministry of Industry, Commerce and Tourism has warned retail stores and supermarkets of tough actions if they fail to adhere to food safety standards set by the authorities.

Action was taken across the Kingdom against many shops and supermarkets for violating the rules as well as engaging in repacking and storing food materials without obtaining the required licence.

Ministry official Abdulaziz Al Ashraf said that the ministry has been carrying out periodic inspections throughout the past week. "Action was taken against a shop in the Capital Governorate for stocking expired food materials."

He said the shop has only been licensed to sell food products while they were stocking food products, most of them expired ones, illegally. "We have seized large quantities of rice, flour, spices, wheat, tea, sugar and other food products from the shop. The shop owners also engaged in repacking activities, which furthered the violations."

The Ministry of Industry, Commerce and Tourism earlier urged restaurants, cafes, shisha cafes and other food and beverage establishments to uphold COVID-19 mitigation rules to reduce the spread of



Ministry teams carry out inspection at a shop in the Capital Governorate the virus.

The ministry had reiterated that food service facilities are required to observe seating capacity restrictions and social distancing requirements stipulated by the Ministry of Health.

The ministry noted that noncompliance is an act of wrongdoing that undercuts preventative efforts, and may result in legal action against violators consistent with Public Health Law.

Adherence to these measures is particularly important considering the recent increase in reported cases as well as the emergence of a new variant.

Bahrain COVID-19 alert level to remain at yellow

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Bahrain's COVID-19 alert level will remain at yellow until 14 February, meaning the Kingdom will see most activities limited to those who have been fully vaccinated.

Following approval by the Government Executive Committee, the National Medical Taskforce for Combatting the Coronavirus (COVID-19) made the announcement at a press conference yesterday at the Crown Prince Centre for Training and Medical Research, in Bahrain's Defence Force Hospital.

The taskforce noted that this decision was made to maintain the progress of national efforts to combat COVID-19 and pre-



The yellow zone also allows for the holding of private events at home, 50% work-from-home policy across all government entities.

serve public health.

Dr Waleed Khalifa Al Manea, Undersecretary at the Ministry of Health and member of the National Taskforce for

Combatting the Coronavirus (COVID-19), stressed the need for everyone to adhere to the previously announced Yellow Alert Level procedures.

He noted that health inspections are continuing, and violators will be penalised in accordance with the Kingdom's legal frameworks.

The health expert urged eligible individuals to head to the previously announced health centres to receive a booster shot without the need to make an appointment.

He said that the current focus is on maintaining the low number of patients requiring treatment in hospital or intensive care units.

Preventive measures

Masks must be worn at all

times, and vaccinated and recovered individuals must show their green shield on the BeAware application in order to enter the various facilities.

During the yellow-level level, entry to malls, indoor and outdoor dining facilities, salons, shops and spas, gyms and sporting amusement parks, sports centres, sporting events and conferences will be limited to COVID-19 vaccinated and recovered individuals. Children below 12 years must be accompanied by a vaccinated or recovered adult.

Non-vaccinated individuals can attend schools in-person, enter shops outside malls, enter government centres and be part of events of up to 30 individuals, the committee said.

Cinemas will be limited to 50 percent of the total capacity.



Court Story

'Kidnappers' lose appeal to reverse jail term

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The Court of Cassation upheld a three-year prison sentence for three Asians who are implicated in a kidnapping case.

The suspects are said to have abducted a man, also Asian, due to a dispute over borrowed money estimated at around BD700.

According to court files, the victim had reported that one of the accused came to him, ac-

companied by others, and asked him to come with them to an apartment in Hamala.

However, the victim refused, and the accused assaulted him by beating him and forced him to enter a car by threatening him with a knife that the accused had. They took him to an apartment in Hamala and locked him in it for two days after being beaten.

After two days, the victim managed to escape through one

of the windows and headed to one of the garages to ask for the workers' help. At the same time, a police patrol was passing by chance, so the victim went to the police car and told them about the incident.

The security forces were able to arrest the suspects.

The first accused admitted that he had previous disputes with the victim because he gave him BD700, and the victim did

not return the amount. The accused and his accomplices decided to kidnap the victim and keep him locked in the apartment.

They took the victim's phone and an amount of BD100 that was in his possession, and their purpose was to obtain the full amount from the victim. The second accused admitted the incident, while the third accused denied his participation with the other two.