

Total CX signs USD 2 Million exclusive partnership with DOO

To deliver AI-Driven customer experience solutions in Bahrain

● Partnership expands access to advanced end-to-end CX solutions for enterprises across Bahrain

Manama

Total CX, a leading provider of customer experience and digital engagement solutions in the Kingdom of Bahrain and part of the Beyon Group, has signed an exclusive partnership agreement valued at over USD 2 million with DOO, a company specializing in artificial intelligence and customer experience technologies. Under the agreement, Total CX has secured exclusive distribution rights for DOO's solutions in Bahrain.



The partnership marks a significant step in Total CX's strategy to expand its AI-powered customer experience capabilities, enabling enterprises across the Kingdom of Bahrain to enhance operational resilience, optimize customer engagement, and ensure business continuity in an increasingly dynamic environment.

Through this collaboration, Total CX will introduce DOO's advanced customer experience platform to the Bahraini market, further strengthening its position as an end-to-end CX partner for enterprises across Bahrain. Through its integrated approach, Total CX enables organizations to manage customer interactions seamlessly across multiple digital channels, automate workflows, and improve operational efficiency. Combined with Total CX's broader

service offering, enterprises can benefit from a comprehensive suite of solutions, including culturally aware AI agents across voice, text, and avatar formats, contact center outsourcing (inbound and outbound), customer journey design and optimization, sentiment analysis, and advanced CX analytics and insights, all delivered through a fully managed, scalable model.

Aseel Mattar, Interim CEO of Total CX, commented: "This partnership represents a key milestone in Total CX's growth journey. Through DOO's AI-powered platform, we are enabling organizations to strengthen customer engagement, improve operational agility, and build more resilient business models. Building on our experience in delivering customer experience solutions to leading organiza-

tions, we are well positioned to extend these new capabilities to a broader enterprise market."

From his end, Ali Mohsen, Co-Founder and CEO of DOO, said: "We are proud to partner with Total CX in this strategic collaboration, which marks an important step in expanding our presence in the region. We believe that AI has become a critical enabler of business continuity, helping organizations deliver more efficient and resilient customer experiences."

This agreement reflects a shared commitment by Total CX and DOO to support digital transformation in Bahrain by equipping organizations with innovative, future-ready technologies that address both current challenges and long-term growth objectives.

BAB convenes Annual General Assembly

Manama

The Bahrain Association of Banks (BAB) held its ordinary Annual General Assembly meeting via video conference chaired by Mr. Yaser Alsharifi, Chairman of the Board, in the presence of association members representing banks and financial institutions.

During the meeting, the Assembly approved the annual report and the audited financial statements for the financial year ended 31 December 2025 and approved the appointment of the external auditor for the year 2026. The members have reaffirmed their support for the Association's Board of Directors in its efforts to achieve the Association's objectives of representing institutions in the financial and banking sector and supporting national efforts to advance the sector.

During the meeting, Mr. Alsharifi presented the Board's report, highlighting the Association's key milestones over the past year, and stated that 2025 was a year of prioritizing objectives & delivering results for the Association.

Following the appointment of a new Board at the end of 2024, focus was placed on strengthening the foundations that underpin BAB's value proposition as



the unified platform representing Bahrain's financial sector, including clarity of role, sound governance, and disciplined engagement, reflecting the needs of a diverse and evolving sector.

As part of this agenda, BAB reviewed its strategic direction and implemented several structural enhancements. These included the appointment of a new management team, the enhance-

ment of the governance framework, and the reconstitution of specialised committees aligned with sector priorities. Together, these changes established a more coherent structure that strengthened accountability, coordination, and committee-led engagement across the Association's workstreams.

He added "The Association will continue to operate in line

with the directives of the Central Bank of Bahrain while supporting its members in keeping pace with changing priorities across financial services" The Chairman also highlighted the central role played by the specialized committees in presenting the sector's views on strategic issues, including financial market infrastructure, payment systems, Sharia standards, work-

force practices and consumer transparency.

At the international level, the Association had also strengthened its collaboration with peer institutions and global platforms, contributing to knowledge and expertise exchange and highlighting the leadership of Bahrain's financial sector in international forums.

Germany to introduce sugar tax: draft bill

AFP | Berlin, Germany

The German government plans to introduce a sugar tax as part of measures to address its growing budget deficit in the coming years, according to a draft bill seen by AFP yesterday.

Under the scheme, which is expected to be included in the 2027 budget, consumers of sweet drinks like Coca-Cola could be expected to cough up for the public purse.

Some manufacturers of sodas and other sweet drinks have responded to similar taxes in other countries by reducing sugar content and ramping up artificial sweeteners.

Berlin plans to borrow 110 billion euros (\$128 billion) in 2027 for its core budget, compared with 98 billion this year and 66.9 billion in 2025, according to new budget projections.

Google breaks ground on Indian AI megahub

AFP | Bengaluru, India

Tech giant Google yesterday marked the ceremonial start of work on its largest artificial intelligence hub outside of the United States with a groundbreaking ceremony in India.

The firm promised in Octo-

ber 2025 to spend \$15 billion over five years to construct the vast centre in Visakhapatnam, a southeastern port in Andhra Pradesh state of around two million people, popularly known as "Vizag".

"Today marks the first concrete milestone in Google's

largest commitment to India's digital future," Bikash Koley, Google's Vice President for Global Infrastructure, told the ceremony.

"This project represents a \$15 billion blueprint to deliver a full stack AI ecosystem," he added. "At its core is our gigawatt

scale data centre campus, purpose built for the immense computational demand of the AI era, powering services like Gemini and Google Search."

"By establishing Vizag as an international subsea gateway, we will add vital diversity from the existing landings, in Mum-

bai and Chennai, increasing the resilience of India's digital backbone and improving economic security," Nara Lokesh, information technology minister for Andhra Pradesh state, said. "This is a pivotal moment for India, Vizag, and for Google," Koley added.



Sugar taxes have been shown to cut sugar in soft drinks by over 20% in some countries, as companies reformulate to avoid higher taxes.