Bahrain ranks number one in the Arab world and 31st globally on the ICT Development Index, published by the UN’s International Telecommunication Union. The country is at the forefront of global digital transformation, which is reshaping economies and societies and making the world more connected than ever before. Leading Bahrain’s digital revolution is stc Bahrain, a telecom company that in recent years has grown and diversified to become a true regional digital champion. The company won the distinguished “Best Digital Transformation” award at the Cosmopolitan The Daily Business Awards 2020, recognizing its role as a driver of innovation and creativity in the Kingdom.

“Revolutionizing the telecommunications landscape has been our mission since the day we launched,” says Banabeela. “Bahrain’s ICT sector forms a major pillar of the economy, and is critical to the future. Telecom companies such as us play a key role in making ICT services available to all.” As such, stc Bahrain has led the way in bringing new technology to the Kingdom, making it available for all citizens and businesses. It has taken the lead in developing 5G, becoming the first operator to roll 5G out commercially. As of today, we have a great 5G coverage across the country and the country’s 1.64m population already enjoy the benefits of 5G. The investment will pave the way for the national roll-out of connectivity services and new technologies that will improve the lives of citizens and help businesses grow and transform.

Going hand-in-hand with the rollout of hard infrastructure, stc Bahrain has a growing portfolio of value-added services, including 5G, cybersecurity, cloud computing, Insuretech, and mobile payment solutions; stc pay which is a new digital mobile wallet.

“We’re putting the customer at the center, and around them we’re building all the blocks to be able to provide him with all his day to day needs,” says Banabeela. “And as more and more consumers become tech-savvy and the community transitions towards digital maturity, business owners have an increasing need to provide efficient digital services. As their partners, we are ready to give them that support.”

The company’s central role in economic development, and constructive engagement with both the private sector and government is typified by its involvement in the two biggest projects executed in Bahrain in 2020: the King Fahd Causeway and Marassi Mall. The causeway connects Saudi Arabia to Bahrain and is expected to add billions to the Bahraini economy. Meanwhile, the Marrassi Mall is set to be the biggest in the Kingdom, with 500-600 shops.

“We’ve been a major driving force in delivering digital transformation across the Kingdom,” says Banabeela. “In line with the country’s economic vision 2030, we’ve gone to great lengths to strengthen Bahrain’s leading digital position in the region, continuously introducing innovative solutions and the latest technologies to the people of Bahrain.”