

# stc Bahrain

## A world-class digital enabler

One of the top ten “global business environment improvers” in the World Bank’s Doing Business 2020 rankings, Bahrain is a leader in the MENA region, attracting global investment. Ranking Bahrain ahead of countries including Belgium, Italy, and Cyprus, the Bank has praised the country’s “ambitious reforms” in areas from construction and exports to the judiciary, contributing to a better business climate. Bahrain’s economic development has enabled the people of the country to benefit from some of the most widespread mobile penetration of anywhere in the world.



Eng. Nezar Banabeela  
CEO - stc Bahrain

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.

“We’re not only a telecom service provider; we’re a fully-integrated digital service provider and a market leader in that area,” says Eng. Nezar Banabeela, CEO of stc Bahrain. “It’s hard to compete with our infrastructure and services.”

Since its launch in 2010, as the Kingdom’s third mobile operator, that soon became the leading telecom provider in the country, the company has played a central role in supporting Bahrain’s economic development. Its investments in future-focused technologies and innovative solutions, continue to contribute to Bahrain’s readiness towards becoming a digitally enabled society. It is the leading operator in the mobile and wholesale markets, and it is strengthening its position in the business segment as well, where it has 41% market share. As a subsidiary of the regional stc

Group, stc Bahrain has become one of the best performing stc brands in the region.

That commercial success goes hand-in-hand with the company’s central goal of supporting the delivery of Bahrain’s Vision 2030, which puts ICT innovation at the heart of economic and social development.

“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.”

The logo for stc, consisting of the lowercase letters 'stc' in a bold, purple, sans-serif font.