

Silah Gulf represents Bahrain's digiverse at GITEX Global 2022

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Silah Gulf, multi-award-winning customer-experience business process outsourcing (BPO) provider, will demonstrate its advanced customer service and AI solutions at the GITEX GLOBAL Technology Expo in Dubai this week. The world's largest, most inclusive tech and startup event, now known as GITEX GLOBAL, hosts 5,000 companies across a two million square feet exhibition space between October 10 and 14.

GITEX GLOBAL unifies the world's most influential ecosystems advancing business, economy, society and culture through



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the sheer power of innovation. It facilitates a platform for the most transformative technologies that are shaking up ecosystems worldwide. New launches and cutting-edge developments include 5G, Artificial Intelligence, Cloud & Edge, Cybersecurity, Fintech, Blockchain, Data Analytics and Smart Cities.

With its significant CX experience in the region, Silah Gulf's CX journey as well as its efforts in training and career development find resonance in the vibrant global community network of technical minds, skills and talent. Silah Gulf's focus will be on highlighting its cloud-based

solutions, while also showcasing products like Artificial Intelligence, Automation, Cloud Computing, CRM Solutions, as well as Robotics, Security, Software and Virtualization.

The organization's continually evolving CX solutions have demonstrated the potential to transform and upgrade efficiency of core operational processes, not only improving productivity and end-user experience for their clients, but also strengthening the overall business performance.

Mr. Feras Ahmed, CEO of Silah Gulf noted that Bahrain's steady participation every year reflects

the importance the Kingdom places on the ICT sector and on showcasing its most recent initiatives in digital transformation.

"ICT continues to be a key focus of the government's Economic Vision 2030 and it demonstrates that emphasis through sustained efforts to highlight the strength and innovation of Bahrain's ICT sector. Our participation also demonstrates Silah Gulf's experience as Bahrain's top supplier of business and technology outsourcing services. Our efforts will also promote Bahrain as a viable business outsourcing destination and competitive solutions provider."

Bahraini startups strike deals @ GITEX

● The week kicked off with the signing of an agreement by Bahraini startup VirtuThinko

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Bahrain's delegation to GITEX 2022 officially kicked off their participation in the exhibition on Monday in Dubai.

The Labour Fund (Tamkeen) sponsored the Bahrain Pavilion and supported the participation of 30 Bahraini SMEs and Startups from the information technology and telecommunications (ICT) sector. The delegation includes a number of partners from Bahrain's ecosystem such as the Information and eGovernment Authority, the Economic Development Board, Bahrain Development Bank and Hope Fund. Bahrain's participation is being organized in collaboration with Bahrain Technology Companies Society (BTECH).

The week kicked off with the signing of an agreement by Bahraini startup VirtuThinko W.L.L. agreement on their first day participating in GITEX with the Boston-based American company HYCU, which specializes



Bahrain's delegation to GITEX 2022

in cloud data protection with the purpose of providing their services in the region.

Additionally, the Bahraini digital transformation solutions provider exhibiting in the Bahrain Pavilion, Atyaf eSolutions announced a partnership with Codebase Technologies, a world-leading provider of Open API Banking solutions to create an innovative and first-of-its-kind 3-in-1 marketplace enablement platform, Dinarii.

Bahrain's Ambassador to the United Arab Emirates, Shaikh Khalid bin Abdullah bin Ali Al

Khalifa, visited the Bahrain Pavilion and its exhibitors as part of the Pavilion's opening, where he was received by the Acting Chief Executive of the Labour Fund (Tamkeen) Maha Mofeez, members of the delegation, and participating Bahraini SMEs who showcased their innovative products and services.

Shaikh Khalid expressed his appreciation for Bahrain's unique presence in GITEX and the innovative concepts presented by Bahraini entrepreneurs from the Kingdom's ICT sector with technology that matches

leading global trends and advancements. He also praised Tamkeen's role in providing the support required for Bahrain's participation in the exhibition, alongside their quality support programs that are designed to empower the private sector, up-skill the national workforce, and enhance the competitiveness of Bahraini talent in the labour market.

"We are proud of the strong Bahraini presence in GITEX, and we are committed to supporting it year on year. We look forward to Bahraini companies reaping the benefits of their participation in this global tech event through building international partnerships, establishing strong commercial ties with decision makers in leading global companies, gaining access to regional and international opportunities, and developing concepts that can cater to different markets"

Maha Mofeez, Acting Chief Executive of the Labour Fund



In pictures, the deal signing

"Tamkeen" said: "Through this participation we aim to provide Bahraini entrepreneurs and enterprises with opportunities to connect with potential clients, forge partnerships, learn the challenges and opportunities available through digital transformation, showcase their latest products and service to exhibition visitors, and make business deals that can enhance the exchange of knowledge of exhibition participants from across the world."

According to a statement by the Dubai World Trade Centre, GITEX will host over 250 participants from government organizations that are leading strategic

digital projects and fostering partnerships between the private and public sectors. Furthermore, there will be over 1,000 startups seeking fruitful opportunities in the North Star Dubai event, while GITEX 3.0 will bring companies and the sector's most influential leaders together under one roof to drive change and development in business, community, culture through an immersive Metaverse journey.

Exhibitors will showcase the latest in relation to the metaverse, Artificial Intelligence, Web 3.0, Blockchain, 6G network, cloud computing, Fintech, big data and more.

250

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This year's GITEX is launching with an unprecedented capacity that exceeds the previous versions in size. The exhibition will span 26 halls with a total space of 2 million square feet, an equivalent of 33 football fields. The event will host 5,000 companies from across the globe and is expecting 100K visitors from 170 countries.

A.M. Best affirms credit rating of A- (Excellent) with stable outlook of GIG Bahrain

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A.M. Best International affirmed the financial strength rating A- (Excellent) and the long-term issuer credit rating of "A-" of Bahrain Kuwait Insurance Company (GIG Bahrain), and the outlook for both ratings is stable.

The ratings reflect GIG Bahrain's balance sheet strength, which AM Best categorizes as very strong, as well as its strong operating performance, neutral business profile and appropriate enterprise risk management.



More and more, our clients are becoming mindful to the importance of the insurance company's credit rating, especially when it comes to entrusting them with their high valued assets.

DR ABDULLA SULTAN

The ratings also factor in the financial strength of GIG Bahrain's parent company, Gulf Insurance Group K.S.C.P., due to its strategic importance to the group.

Dr Abdulla Sultan, CEO of GIG Bahrain stated that the management is pleased with the A- Credit Rating given to the company and its subsidiary. The rating reflects the financial strength of the company and its ability to meet its short and long-term obligations.

He added that the company has performed exceptionally well in recent times and is

working on various strategic initiatives within the digital arena which is a key focus area. "More and more, our clients are becoming mindful to the importance of the insurance company's credit rating, especially when it comes to entrusting them with their high valued assets."

It may be noted that GIG Bahrain and its subsidiary GIG Bahrain-Takaful are the only local Bahraini insurance companies to be rated A-.

GIG Bahrain is a subsidiary of Gulf Insurance Group (GIG) which is the largest insurance

Group in Kuwait in terms of written and retained premiums, with operations in the life and non-life as well as Takaful insurance. Gulf Insurance has become one of the largest insurance networks in the Middle East and North Africa with companies in Bahrain, Saudi Arabia, Jordan, Lebanon, Syria, Egypt, Algeria, Iraq, Emirates, Turkey, and Kuwait.

KIPCO – Kuwait Projects Company – is Gulf Insurance Group's largest shareholder, followed by the Canadian-based Fairfax Financial Holding Ltd.