Best Practices in management Design and Development of e-Courses:
Standards of Excellence and Creativity

Under the title

Fourth International e-Learning Conference
7th - 9th May 2013, Crown Plaza Hotel, Manama Bahrain

Under the Patronage of
H.H. Shaikh Mohammed bin Mubarak Al Khalifa
Deputy Prime Minister
Chairman of the Supreme committee for Information and Communication Technology
When the field of artificial intelligence started to attract media attention, some people started to imagine a world with robots terrorizing humans. Similarly when the field of e-Learning started attracting the attention, some people started to imagine a world with no instructors.

Fortunately, now everyone knows that there is no match to the human educator but at the same time this novel medium offers unlimited new avenues to learning. E-Learning as a field which has evolved since the early days. iPads and iPhones opened new doors for the challenged with deafness, dyslexic, etc.

Virtual reality places humans in an immersive environment to give them a three dimensional experience of a possible future career. In addition to that eLearning provides an excellent practice arena to subjects where practice leads to perfection. Images and videos are worth a thousand and million words respectively. Yet all of this is available 24/7 to remote parts of the world where schools are hard to reach.

In this fast evolving world, recognizing what works is extremely difficult. So, researchers must continually test effective learning approaches.

It is evident now that students today are learning in a different way from their parents because the internet has changed how the millennium generation learns. Students are accustomed to satisfy their library needs online and are now used to reading diverse materials from a large number of sources. They sift thought this sea of information to extract knowledge. Educators, today, can see these changes but do not fully understand them.

This conference exists to satisfy this need to know how student is and outside Bahrain learn today.

Dr. Eshaa Mohammed Hamad Al Khalifa
Chairman
Zain e Learning Center organizes selected presentations for the best practices in the design, development, management and teaching of e-courses to demonstrate excellence, creativity and identification of the criteria for such excellence.

Although the e-courses vary from one program to another and from one culture to another, the elements of creativity and excellence attract the attention of users and make them benefit from the experience of others.

To achieve the strategy of the university in exchange of academic expertise, the e-learning center organizes at the University of Bahrain a presentation for the best practices and best standards in the design, development and employment of technology in the educational process for all users in Arab and Western universities.

A competition for the best course will be made at the conference and the best creative work to improve the environment for e-learning will be nominated for the conference Award.

**Conference Themes:**
- Outstanding presentation and the secret of excellence.
- The role of technology innovation.
- How to employ the culture of innovation in e-learning.
- Transfer of expertise and knowledge and its importance in improving e-learning.

**Conference Objectives:**
Benefiting from the experiences of different universities in this area.
Encouraging creativity in the areas of e-learning, design, development and transfer of expertise.

Transfer and exchange of knowledge and expertise to strengthen relations and improve the quality of university e-courses.
Consolidating the foundations and principles of electronic design to gain universality.

Consolidate Bahrain’s position in the technological and technical expertise and their employment globally.
Sponsorship Benefits

The Fourth International e-learning Conference Sponsorship Packages:

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond</th>
<th>Emerald</th>
<th>Ruby</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BHD 15,000</td>
<td>BHD 10,000</td>
<td>BHD 7,500</td>
<td>BHD 5,700</td>
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<tr>
<td><strong>Pre-event</strong></td>
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<tr>
<td>Name &amp; Logo will be strongly featured on main Brochure distributed to all targeted segments, participants &amp; attendees</td>
<td>TOP POSITION totally alone above all other Sponsors</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Name &amp; Logo will be included on all email campaigns where sponsors are mentioned</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Name &amp; Logo Banner displayed on event’s website with a link to sponsor’s website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Name, Logo and Company profile listed in the event’s booklet</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Printed Ad in the booklet of the event</td>
<td></td>
<td>Inside cover Ad &amp; One Ad in the booklet of the event</td>
<td></td>
<td>One premium colored page &amp; one ad in the booklet of the event</td>
</tr>
<tr>
<td>Name &amp; Logo will be included on all the forum’s press-conferences tools where sponsors are mentioned</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>During the Event</strong></td>
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<tr>
<td>An acknowledgment from the organizers will be noted during the opening ceremony</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Standard equipped complimentary booth</td>
<td>18sqm on prime location</td>
<td>9sqm</td>
<td>9sqm</td>
<td>9sqm</td>
</tr>
<tr>
<td>Name &amp; Logo will strongly appear on the main forum backdrop banner</td>
<td>TOP POSITION totally alone above all other Sponsors</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Roll-ups will be placed in the Conference room provided by the sponsor</td>
<td>Two</td>
<td>One</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roll-up will be placed at the registration desk provided by the sponsor</td>
<td></td>
<td>One</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name &amp; Logo will be broadcasted thoroughly on a widescreen between the presentations</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Two front-Seats for the sponsor’s Senior Executive in the opening ceremony</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate brochure and booklets to be distributed within the delegates’ bags</td>
<td>Yes</td>
<td>Yes</td>
<td>Only a brochure</td>
<td></td>
</tr>
<tr>
<td>Speaking slot of 20 min</td>
<td>Yes</td>
<td>Yes</td>
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</tr>
<tr>
<td>Complimentary invitations to the opening ceremony will be provided to the sponsors</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Complimentary forum passes (this includes attending all the sessions, panel discussions, coffee breaks as well entrance to the Exhibition &amp; receiving the certificate of attendance)</td>
<td>12</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Lunch passes during conference days</td>
<td>12</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Post Event</strong></td>
<td></td>
<td></td>
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<tr>
<td>DVD souvenir containing the forum film &amp; the photo album</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>One Year Marketing extension for the e-banner on Website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Companies are invited to become official sponsors of the numerous events that are taking place during the conference. The enclosed sponsorship form describes the various sponsorship categories along with the benefits. The sponsorship will allow companies to promote their products and services to the International audience, and the opportunity to interact with the attending professionals.

**Detailed information regarding sponsorship can be obtained from:**
Mr. Prashanth G.P.
Project Manager – Sponsorships & Exhibition
Mobile: 39873506
Email: prashanth@nit-me.com

**Our company is pleased to sponsor the following expenses of the conference:**

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Amount</th>
<th>Expense Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Diamond Sponsor</td>
<td>BHD 15,000</td>
<td>Welcome Reception</td>
<td>BHD 3,780</td>
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<tr>
<td>Emerald Sponsor</td>
<td>BHD 10,000</td>
<td>VIP Dinner</td>
<td>BHD 3,780</td>
</tr>
<tr>
<td>Ruby Track Sponsor</td>
<td>BHD 7,500</td>
<td>Coffee Breaks</td>
<td>BHD 1,950</td>
</tr>
<tr>
<td>Platinum co-Sponsor</td>
<td>BHD 5,700</td>
<td>Bags</td>
<td>BHD 3,050</td>
</tr>
<tr>
<td>Platinum Gala Dinner</td>
<td>BHD 5,700</td>
<td>Booklet ADs</td>
<td>BHD 575</td>
</tr>
</tbody>
</table>

*For more information, please contact conference secretariat on (+973) 17437717 - (+973) 17437707*

<table>
<thead>
<tr>
<th>Company Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person</td>
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<tr>
<td>Mailing Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>Country</td>
</tr>
<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Signature</td>
<td>Date</td>
</tr>
</tbody>
</table>

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**Fourth International e-learning Conference**

7th - 9th May 2013
Crown Plaza, Manama
Kingdom of Bahrain
Seminars
Details

Fourth International e-learning Conference
Workshops & Seminars

Registration is open from 16 January 2013 until 9th May 2013.

If you have any question contact us on elearningc@uob.edu.bh, or by phone number (+973)17437717 for further details.

Project Based Learning (PBL) for Educators and Teachers
Academician from University of Helsinki, Finland
30th April – 2nd May 2013

The course provides delegates with a broad introduction to the concepts of practicing Project based learning (PBL) in their day-to-day educational instruction. This PBL for Educators and Teachers course is designed for those educators and teachers who are interested in practicing newer innovative student-centered pedagogy that enables students to work together in small teams to solve real-world problems. PBL methodology aims for rigorous and interactive process model that keeps students engaging into the learning process. Furthermore, flexible nature of PBL makes it ideal to be implemented virtually with almost all subjects and courses irrespective of their nature.

iPad for Special Needs (Professor from Finland)
Academician from University of Helsinki, Finland
5th - 6th May 2013

The course provides delegates with a broad introduction to the concepts of using digital technology particularly iPad in special needs, different available iPad applications, practicing different iPad applications in day-to-day instruction. This iPad for special needs course is designed for those involved in the hands on teaching students with special needs, administrators and policy makers on special needs education. It’s a very practical course that is suitable for special education teachers, administrators and policy makers on special needs education.

Teaching With Ipads - 2 Days course
Dr. Amjad Abuloum
2nd May 2013

“iPad for Teaching and Learning” is a series of two interconnected workshops. The first workshop “iPad for Teaching and Learning (1): Fundamentals” will focus on the basics of using this new mobile device by providing hands-on training on the use of the iPad, including set-up, syncing files and info, managing apps, configuring email and printing, taking pictures and movies using the iPad’s cameras, setting video conferencing, etc. The workshop will also have an overview of educational apps for the iPad and their uses in the classroom.
Workshops
Details

CompTIA Cloud Essentials Certification
CompTIA - USA
29th – 30th April 2013
The Cloud Essentials Course™ is a 2-day, interactive, classroom-based learning experience. This introductory course provides a balanced curriculum and addresses the business and technical perspectives of cloud computing. It will also explain how to adopt, operate, and govern the cloud. The course enables participants to successfully complete the associated CompTIA® Cloud Essentials Exam to become Cloud Essentials Certified. In addition, the course complements the Virtualization Essentials course, which they can do either before or after they have taken the Cloud Essentials course.

Kepner-Tregoe® Foundation Certification
Kepner Tregoe - USA
29th – 30th April 2013
The two-day Kepner-Tregoe Foundation course introduces individuals working in trouble shooting environments to a systematic process of problem solving when responding to incidents and problems. This enables individuals to deliver a high level of quality and consistency in customer support. The course equips participants with the knowledge of the terminology, structure and basic concepts of Kepner-Tregoe’s problem management and incident management techniques such as Situation Appraisal, Problem Analysis, Decision Analysis and Potential Problem Analysis. During the Foundation course, participants will be optimally prepared to take and pass the Kepner-Tregoe Foundation examination.

PRINCE2 Foundation Certification
APMG - UK
12th – 14th May 2013
PRINCE2® (Projects IN Controlled Environments) provides common processes, management products, roles, and language for use throughout an organization’s projects. PRINCE2 is the most successful Project Management method in the world — it has become the de facto standard in both the private and public sectors. This course is aimed at people who work, or would like to work, on projects on a daily basis. This course is designed to provide you with that information and working-level understanding of structured Project Management, as presented in PRINCE2. At the end of this course, you will be able to use this knowledge to manage a project and pass the APMG PRINCE2 Foundation examination.
# Registration Form

## Fourth International e-learning Conference

7th - 9th May 2013  
Crown Plaza, Manama  
Kingdom of Bahrain

Please complete in BLOCK letters. Complete a separate form for each applicant.

<table>
<thead>
<tr>
<th>Category</th>
<th>Registration Fees</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>BHD</td>
</tr>
<tr>
<td>IEEE Member Published a Paper</td>
<td>40</td>
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<tr>
<td>IEEE Member Did not Publish a Paper</td>
<td>75</td>
</tr>
<tr>
<td>Not an IEEE Member Published a Paper</td>
<td>75</td>
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<tr>
<td>Not an IEEE Member Did not Publish a Paper</td>
<td>150</td>
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**Conference Registration**

<table>
<thead>
<tr>
<th>Category</th>
<th>Registration Fees</th>
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<tbody>
<tr>
<td></td>
<td>BHD</td>
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<tr>
<td>Project Based Learning Training</td>
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<tr>
<td>Special Needs Education using Ipads</td>
<td>170</td>
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<tr>
<td>Teaching With Ipads</td>
<td>85</td>
</tr>
<tr>
<td>ComptIA Cloud Certification</td>
<td>500</td>
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<tr>
<td>Kepner-Tregoe® Certification</td>
<td>720</td>
</tr>
<tr>
<td>PRINCE2 Foundation Certification</td>
<td>690</td>
</tr>
</tbody>
</table>

**Workshop and Seminars Registration**

Payment Methods:

- [ ] Online
- [ ] Please send an invoice to the organization mentioned above (attached authorization)
- [ ] I enclose a cheque/bankers draft payable to University of Bahrain.
- [ ] By Bank Transfer

- [ ] Draft
- [ ] Cheque

Please debit by

- [ ] Amex
- [ ] MasterCard
- [ ] Visa
We would like to offer you an opportunity to benefit from Tamkeen’s newly-launched scheme entitled: Conference Attendance Support.

Through this scheme, Tamkeen subsidizes the attendance fees of Bahraini individuals (employees, jobseekers, business owners, tertiary-level students) by 80%, while the remaining 20% is either borne by the individual or his/her employer.

For more information about Tamkeen Conference Attendance Support scheme, please contact

Tel: (+973) 17437717 – 17437707  
Email: elearningc@uob.edu.bh

**Registration Policy**

- Payment is due in full at the time of registration and includes lunches, refreshments as well as detailed conference materials.

- Your registration will not be confirmed until payment is received and may be subject to cancellation.

- You may nominate or substitute delegates at any time by providing reasonable advance notice to the organizers in writing.

- Registrations cancelled in writing in no less than 30 days before the event will be refunded 50% of the registration fees, thereafter, cancellation.
Exhibition Details

Fourth International e-learning Conference

An excellent opportunity for companies, consulting and research organizations to display and demonstrate their activities and services related to the subject of ICT and other associated services. Exhibiting in the Fourth International E-Learning Conference provides an ideal opportunity to present your organization not only to the local customers but also an international target audience. Your participation will be highly acknowledged and you would enjoy multiple and attractive benefits.

Exhibitor Benefits:
• Exhibitors names will be published in the Forum website
• Exhibitors profile and logo will be included in the Forum Proceedings CD/USB
• A brief profile (10 lines) of each exhibit or will be included in the official exhibition guide at free of cost which will be circulated to all invited government officials, VIPs, visitors and participating delegates.
• Wide publicity will be given in the region about the exhibition to attract Consultants, Contractors and Government officials to visit the exhibition booths during the conference period.
• Each exhibitor is entitled to one FULL conference package (1 Delegate) and is allowed to attend all the technical sessions free of charge during the 3 days conference period.

Exhibition Layout

[Diagram of exhibition layout showing booth numbers and their dimensions]
Exhibition Form

Please complete the registration form in CAPITAL LETTERS and return to e-learning centre by email or fax.

<table>
<thead>
<tr>
<th>ORGANIZATION NAME</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Contact Person</td>
<td>Position</td>
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<td>Telephone</td>
<td>Fax</td>
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<td>P.O.Box</td>
<td>City</td>
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<td>Country</td>
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</table>

Select your exhibition space

<table>
<thead>
<tr>
<th>Stand number options</th>
<th>Price/m2</th>
<th>Stand size</th>
<th>Total Cost</th>
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</thead>
<tbody>
<tr>
<td>Shell Scheme</td>
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<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Space only stand</td>
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<td>3</td>
</tr>
</tbody>
</table>

Signature: __________________________ Date: __________

Kindly fill the form above and send it to the following address:
Zain eLearning Center, University of Bahrain
Sakhir – Kingdom of Bahrain, P.O. BOX 32038
Tel: (+973) 17437717 – 17437707 | Fax: (+973) 17449027 | Email: elearningc@uob.edu.bh

Type of stand

**Option A:**
Shell Scheme Package (With Fittings)
Participation Fees:
BD 90 or US$ 243 (per square meter)
Participation includes:
White wall panels 2.5 m height, carpet floor, table with two chairs, two fluorescent lights, one 240 volt power supply (3 pin and a waste basket)

**Option B:**
Stand space only (Minimum 9 square meter)
Participation Fees:
BD 80 or US$ 216 (per square meter)
Participation includes:
Participation does not include any stand construction except one 240 volt power supply (it is not permitted to use wall partitions of adjacent stands).
The Crowne Plaza Hotel Bahrain with its 246 well appointed rooms and suites all with high speed internet access is the perfect location for the business traveler as it is within the diplomatic area where most of the banks and embassies are located and conveniently situated within 10 minutes of the airport.

The Crowne Plaza Hotel Bahrain has a large business, conference and banqueting venue experienced in catering for all events and occasions. The Bahrain Conference Centre, conveniently adjoining the hotel is a purpose built venue that is undoubtedly one of the most versatile centers imaginable in Bahrain, whatever your requirements the Crowne Plaza Hotel Bahrain will ensure that your event will be a success.

The Crowne Plaza Hotel Bahrain has a true understanding of taste. The hotel guests are offered an array of dining delights from the elegant Waves Seafood Restaurant, Harvesters typical British pub with draught beer and pub food featuring live entertainment nightly, the La Mosaique all day dining restaurant with specialty evenings and Tracks Sports Bar where all the latest sports are broadcasted live on a large screen.

Crowne Plaza Hotel
King Faisal Highway, 5831, Kingdom of Bahrain
Tel No: +973 17-531122 | Fax No: +973 17-533992
www.cp-bahrain.com

VISA Information
For a short term visa, please visit website www.bahrain.bh or check your eligibility from:
www.evisa.gov.bh

• All GCC nationals are not required an entry visa to Bahrain.
• All other nationals residing in GCC and have a valid residence permit in their respective countries for more than 6 months will get an entry visa for Bahrain for a period of 1 week on arrival at the Bahrain airport or causeway.
• Nationals of some EU countries, Australia, Canada, Japan, New Zealand, Norway, Switzerland, and the USA may obtain visas on arrival for tourist or business stays of up to 2 weeks. The fee is approximately US$13.00. If working for a media company (e.g., a newspaper or TV company) a special invitation from the Bahrain authorities is required.
• Some Europeans, Americans, Malaysians by birth are not required to obtain a visa in advance; they will receive a one week visa at the Bahrain airport immigration counter.
• All other nationals should send their passport copies to the conference secretariat at least two weeks prior to the conference in order to arrange their one week visa. There will be a fee for the visa and handling of BD20 or US$55 to be paid to the conference secretariat in advance through bank transfer or credit card mail order.
Organizing Committees

Dr. khalid Ahmed Bugahoos
Honorary Chair
VP For Academic Programs & Graduate Studies

Dr. Eshaa Mohammed Al-khalif
General Chair
President Adviser for Information Technology & e-learning

Prof. Isa Salman Qamber
Workshops Chair
i.e. Vice Chair of IEEE Bahrain Section
Dean of Scientific Research/UOB

Mr. Wafeeq Ajoor
Workshops Chair
Chair of IEEE Bahrain Section

Dr. Muhammad Al-Qaddoumi
Local Chair
Director of e-Learning Center

Dr. Mustafa Mohamed Al-Abbasi
Finance Chair
Deputy Director of e-Learning Center

Prof. Dr. Mahmoud Abdel-Aty
Proceeding Chair
Director of NSP
Head of Scientific Publishing Department at UOB

Dr. Ezendu Ariwao
International Publicity Chair
Chair IEEE Consumer Electronics Chapter, Chair IEEE Broadcast Technology Chapter, UK&RI London Metropolitan University, UK

Dr. Adel Ahmed Hamed Abdulla
Program Chair
Secretary, IEEE, Bahrain Section
Technical Manager, ComTech Consultancy, Bahrain

Dr. Ali Zolait
Program Chair
Department of Information Systems
College of IT, University of Bahrain
Editor(s)-in-Chief (IJTD)
About Bahrain

Bahrain is an Arabic word meaning “Two Seas”, and refers to two facts, that the islands contains two sources of water, sweet water springs and salty water in the surrounding seas, and that to the south and north, the waters of the Gulf separate it from the Arabian coast and Iran, respectively.

Bahrain is a mature, well-established business hub with the largest financial institutions in the Gulf. With a modern business track record of nearly 40 years, Bahrain is still the financial services leader in the entire region.

The Central Bank of Bahrain (CBB), the country’s single regulator, is unquestionably the region’s best and most respected regulator. Countries in the Gulf look to Bahrain when formulating their own regulations and structures, because of Bahrain’s tested, transparent and enforced rule of law.

Bahrain provides a free, open and transparent environment for businesses and has a globally competitive, value-creation story which focuses on sustainability, skills and good governance.

A growing demand for ICT products and services is a natural consequence of strong growth in other sectors. Financial services, construction, retail, manufacturing and the energy industry all need more and more ICT support, products and, systems integration.
Last Conference
Sponsors