

## Local



**KUWAIT:** Participants in the annual pearl diving expedition, slated for later this month, took part yesterday in the 'Habab and Shuna' tradition where they prepared the ships that will be used during the trip. The Kuwait Sea Sports Club organizes the annual trip to commemorate the pearl diving industry which formed the backbone of Kuwait's economy in the pre-oil era. — Photos by Yasser Al-Zayyat

# Industry awards reaffirm Ooredoo's progress towards becoming a global digital enabler

## Group honored with 'Best Telco Digital Transformation Project' award

**DOHA:** Ooredoo Group's transformation into a digital enabler across its global footprint was recently recognized at the 5G World Awards. Ooredoo Group was honored with the 'Best Telco Digital Transformation Project' award at the 2019 edition of the awards in London which showcase innovation in the telco industry.

In recognition of Ooredoo's 5G leadership and innovation, Ooredoo Qatar was also shortlisted in the 5G World Awards for 'Best 5G Commercial Launch' and in the Leading Lights Awards for 'Most Innovative 5G Strategy.'

The pressure is on for telecommunication companies to digitize their operations and drive growth through new revenue streams. Understanding the digital ecosystem and the emerging trends within it has become critical for telecommunication companies looking to succeed and capture digital opportunity.

By championing the digital agenda internally as well as externally, a key component of Ooredoo's success was combining efforts to become a preferred digital partner, digitally improve employees' skills and develop new digital services alongside the seamless transition of customer interactions across its global footprint from physical to digital channels. These changes have broadened Ooredoo's reach beyond traditional products and services and facilitated Ooredoo's re-positioning into preferred digital operator.

Across Ooredoo's global footprint, digital transformation efforts are also receiving recognition. In Qatar, Ooredoo was awarded the 'Digital Transformation Award' at the Microsoft Digital Transformation Awards for its new revolutionary sports AI, which transforms how fans engage with their favourite sports.

Indosat Ooredoo recently won a Gold Stevie(r) Award Asia Pacific for 'Innovation in Technology Development - Telecommunications Industries', which recognised its efforts to keep ahead of Indonesia's insatiable appetite for data and investment into building a video-grade network for a digital Indonesia. Award-winning campaigns



Ooredoo Oman's Best Large ME Call Centre Award.

such as Ooredoo Oman's 'Best Digital Brand Campaign 2019 - Be Digital' and Ooredoo Maldives 'Best Digital Campaign of the Year Maldives 2019' are also testament to Ooredoo's commitment to lead the market in innovation and become a digital partner of choice.

Underpinning this transformation is a push to deliver a better experience for customers already enjoying the convenience of the digital world. Ooredoo Oman's efforts to propel digital growth has led them to win the Transform Bronze Middle East and North Africa (MENA) award for 'Best Rebrand of a Digital Property' for their New Shababiah plan, the Global Business Outlook award for 'Digital Transformation of the Year - Telecommunications Sector' and the Insights Middle East Call Centre award for 'Best Large Call Centre.' Ooredoo Tunisia also won the 'Best Customer Service - Telecommunications Sector' award for leveraging digital improvements to better serve customers while Ooredoo Maldives' focus on innovation in mobile financial services led to Most Innovative Mobile Payment Service recognition for m-Faisaa, its mobile wallet service.



Ooredoo Qatar won 'Digital Transformation Award' at the Microsoft Digital Transformation Awards for its new revolutionary sports AI.

Social responsibility continues to sit at the heart of Ooredoo's digital transformation with Asiaccell, Ooredoo's operating company in Iraq recently recognized by the industry as the Most Socially Responsible Telecom Company in Iraq and an Ooredoo Maldives smart city project recognized for its Innovation in Living, Learning and Working Environments.

Commenting on the win, Sheikh Saud bin Nasser Al Thani, Group CEO, Ooredoo, said: "We are honored to be recognized for our group-wide digital transformation program 'Get Digital.' Today, Ooredoo strives to be a digital enabler for customers and communities in all of our 10 markets. We are united behind a clear strategy to

move beyond traditional telecom products and services to deliver state-of-the-art digital services to customers; a shift that would not be possible without our relentless drive for innovation from within. This has helped us to offer our customers new suites of digital services, the very latest in digital content and the best digital partnerships with ICT and OTT players."

"Across our operating companies, we continue to invest in the latest technology for our networks and introduce cutting-edge services, such as Smart Stadium, Smart City, and new Digital Experiences, with a strong focus on evolution to 5G, in order to enrich people's digital lives," he said.

## Tsinghua University picks Kuwaiti academic as committee member

**KUWAIT:** The Tsinghua University in Beijing recently chose the first Arab Professor of Political Science at Kuwait University Dr Ghanim Al-Najjar to join the Higher Academic Committee at the Institute of International Studies. Dr Al-Najjar said that he highly appreciates the choice especially that the University of Tsinghua is one of the most prestigious universities in the world. He will promote cooperation between Kuwait University and Tsinghua University, which is one of the world's leading universities for political studies as well as engineering and technology. Meanwhile, Tsinghua University is a major research university in Beijing, and a member of the elite C9 League of Chinese universities. The university was established in 1911 and has graduated numerous Chinese leaders in politics, business, academia, and culture. — KUNA



Kuwait University Professor of Political Science Dr Ghanim Al-Najjar (center).



TUNIS: A participant is honored during the conclusion ceremony of a course of Al-Shafi' project for Quran memorization. — KUNA

## IIOC honors 225 Quran students in Tunisia

**TUNIS:** Kuwait-based International Islamic Charitable Organization (IIOC) on Sunday hon-

ored 225 persons who memorized the Holy Quran after concluding a course of Al-Shafi' project for Quran memorization, held in Tunis. The graduation ceremony was attended by Kuwait's Ambassador to Tunisia Ali Al-Dhefiri, a number of former and present Tunisian officials and many Islamic scholars, in addition to the Director of Al-Shafi' project Khaled Al-Qassar, and representatives from the Kuwaiti Zakat House and Al-Nouri Charity Society. During the

ceremony, organized in collaboration with Marhamah Charity Society, Al-Qassar said that the project have succeeded in strengthening bonds between the people of Kuwait and Tunisia. Al-Shafi' project, which was launched six years ago, contributed to spreading tolerance values of Islam. Al-Shafi' project targets the youth and helps them avoid extreme ideologies that are threatening societies in the Islamic and Arab world, he added. — KUNA