

Zain and Huawei celebrate



SHENZHEN: Eaman Al-Roudhan, Zain Kuwait's Chief Executive Officer and Joy Tan, President of Corporate Communications at Huawei with a delegation of Zain Kuwait executives, Kuwaiti press and analysts during a special ceremony marking Zain's 10 years of partnership with Huawei at its main headquarters in Shenzhen.

A shared vision

Only service providers that embrace innovation will survive in competitive markets

— Eaman Al-Roudhan

Huawei partnership with Zain is based on a shared vision for ongoing innovation that enriches people's lives

— Joy Tan

SHENZHEN: A period of 10 years passed on the establishment of one of the most successful strategic partnerships between the Middle East telecom innovator, Zain Kuwait, and the Chinese technology giant, Huawei. This relatively short period of time was enough to witness the emergence of both partners as technology leaders in Kuwait and across the Middle East.

While the overall telecommunications technology roadmap has undergone extreme changes and opened up new roads in the past decade, telecommunication companies required experienced technology partners to follow suit along the same lines. During this boom period, Zain has found a true partner for a series of successful agreements and projects culminating in the successful testing of the Middle East's first 4.5G mobile broadband network.

10 Years of Leadership

During a special ceremony hosted by Huawei at its main headquarters in Shenzhen, China on the occasion of 10 years of successful partnership between Zain and Huawei, Zain Kuwait's Chief Executive Officer Eaman Al-Roudhan said: "This visit is particularly significant given the tremendous work and achievements we have recorded during our period of close cooperation with Huawei." Al-Roudhan - who headed a delegation of Zain Kuwait executives accompanied by Kuwaiti press and analysts - described Zain's period of partnership with Huawei as "10 years of excellence and leadership."

Al-Roudhan stressed that this partnership enriched the user experience of Zain's customers, with the main aim of bringing excellence in the quality of telecom services to meet the needs and aspirations of Zain's customers. She went on to explain that today's special ceremony was not just to celebrate the passing of 10 years of successful partnership, but also to celebrate the advances achieved by the telecom sector in Kuwait.

Al-Roudhan highlighted the role Huawei has played in advancing tele-

Excellence and innovation drive partnership between Mideast telecom innovator, and Chinese technology giant

com technologies by saying: "Huawei is a global leader, which is one of the main suppliers of ICT systems and solutions." The Zain Kuwait CEO also stressed that such a meeting will further enrich the successful partnership that binds the two companies. "This visit will open up a world of opportunities for more joint cooperation between Zain and Huawei. The discussions we are set to hold during this occasion will

provide us with a chance to learn more about the latest challenges and advancements that face the telecom and IT industry in the region as well as globally, which will ultimately serve Zain's strategic vision to transform into a leading digital lifestyle provider.

"Today we aspire for even more collaborations to enrich our strategic vision, through which we aim to strengthen the presence of digital serv-

ices that will lead to new outlooks and business opportunities in the near future," Al-Roudhan stressed.

Al-Roudhan also pointed out that Zain's joint projects and collaborations with Huawei were not limited to just business agreements and achievements, but also extended to Corporate Sustainability and Social Responsibility related projects and achievements, one of which is the Joint Innovation Center

launched in 2013, the first of its kind in the Middle East.

Rich history

Al-Roudhan considers the telecom sector as one of the most important industries, acting as the backbone of any economy, and she pointed to the fact that Zain has succeeded in making a leading country with respect to telecom technology innovation. "Because our strategic vision is geared towards becoming the most trusted and innovative service provider, and because enriching our customers' lives has always been our main motivation, we were keen on becoming the "definitive telecommunications destination," Al-Roudhan commented.



SHENZHEN: Zain Kuwait CEO Eaman Al-Roudhan speaking about the future vision of the company during a press conference with President of Corporate Communications at Huawei Joy Tan and CEO of networks in Zain Nabil Mohammad.



SHENZHEN: (From right to left): Zain CEO Eaman Al-Roudhan, Al-Anbaa Editor-in-Chief Yousuf Khalid Al-Marzouq, Kuwait Times Editor-in-Chief Abd Al-Rahman Al-Alyan and Al-Qabas Deputy Editor-in-Chief Abdallah Al-Mudhaf during a tour of Huawei's premises in Shenzhen.



SHENZHEN: Advanced live broadcast of the meeting.