



Elite Technologies in Bahrain: A platform for business success

Arun Aravindan, CEO of Elite Technologies, outlines why Bahrain is ideal for launching a regional technology services company with global ambitions.

About Elite Technologies

Elite Technologies is a consulting-led technology firm that provides a wide range of services in the areas of Digital Transformation, IT Infrastructure Solutions, Information Security and Managed Services.

Arun Aravindan moved from Dubai to Bahrain and purchased Elite Technologies in 2010. Since then it has grown quickly, from 7 to 50 employees, and is ISO 27001-certified, a key standard in information security management.

The company has customers in government, financial services, real estate and manufacturing, and has also established an expanding customer base in Saudi Arabia. Elite Technologies have a mission to become a global leader in technology, consulting and outsourcing based in the Gulf Cooperation Council (GCC).

- End-to-end technology services provider
- Offers deep technology expertise, strong industry experience and a comprehensive service portfolio
- Works with customers and technology partners in a wide range of sectors
- Offices in Manama, Bahrain and Dammam, KSA





❖ **A springboard to success**

Elite Technologies operates in a domestic market that is highly receptive to its products and services. Bahrain provides access to young, affluent and 'digitally-native' end users, who are quick to embrace new technology. In fact Bahrain is in the world's top ten countries for internet and mobile use, making it the perfect test-bed for a range of technology services.

By choosing to grow from Bahrain, Elite Technologies opened the way to the GCC's biggest market, Saudi Arabia, and that is where most of its business is now based. Thanks to Bahrain's excellent transport connections, including the 25 km King Fahd Causeway, it can reach Saudi Arabia in just 30 minutes and easily service clients' needs.

“ We can test many concepts here then scale up in the GCC. ”

❖ **So many attractions for business**

Bahrain's strong pro-business attitude and conservative economic policies have resulted in long-term stable prices and a low-cost environment, that made it an attractive proposition for Arun Aravindan. Operating costs are around 40% lower than in neighbouring hubs; for example, commercial rent and office space are typically USD 10 per square metre, compared to USD 16 in Kuwait, USD 23 in Oman, USD 35 in UAE and USD 53 in Qatar, while employment costs are consistently competitive at all levels.

Due to the Kingdom's liberal visa policies, Elite Technologies' Bahraini staff can travel within the GCC without restriction, meaning the business is not dependent upon the expat visa regulations of other countries.

“ It's cheaper to hire someone here – labour costs are low. ”

❖ Less taxing on the bottom line

Elite Technologies places great importance on the fact that Bahrain is the only GCC country to allow unrestricted 100% foreign ownership. Economic freedom means that the company can repatriate capital, profits and dividends.

The Kingdom's tax regime, the GCC's most favourable, also helps boost profits: as with all Bahrain-based companies, Elite Technologies pays no corporate, personal income or inheritance taxes, no wealth taxes on capital gains, no withholding taxes, and few indirect taxes.



❖ Getting the right work-life balance

Since moving to Bahrain, Arun has been able to achieve the lifestyle he wants, not just for himself, but for his family. He enjoys the friendly, welcoming nature of Bahrainis, and likes the compact size of the Kingdom. It means he can drop the children off at school in the morning, eat lunch at home and get back quickly in the evening.

Relocation to Bahrain really has been a life-changing experience.

✦ Favoured by expats

Expat employees ranked Bahrain highest in the region, and no less than fourth in the world, in the HSBC Expat Explorer Poll 2015. In this survey, the Kingdom beat key destinations like Canada and Norway in factors such as settling in, social inclusion and building relationships.

Companies and staff value the quality of Bahrain's education system, which offers highly respected international schools, the longest established in the region. They also appreciate the affordable living costs and desirable accommodation options that are available.

“ I was in Dubai for 5 years but only knew one person in my building. I was living in a concrete jungle, not able to leave work before 8pm and not getting home until 9pm due to traffic. Bahrain provides me with a work life balance I hadn't been able to enjoy before; it has confirmed I made the right decision. ”



ABOUT THE BAHRAIN ECONOMIC DEVELOPMENT BOARD (EDB)

The EDB is a dynamic public agency with overall responsibility for attracting investment into Bahrain and supporting initiatives that help enhance the investment climate in the country.

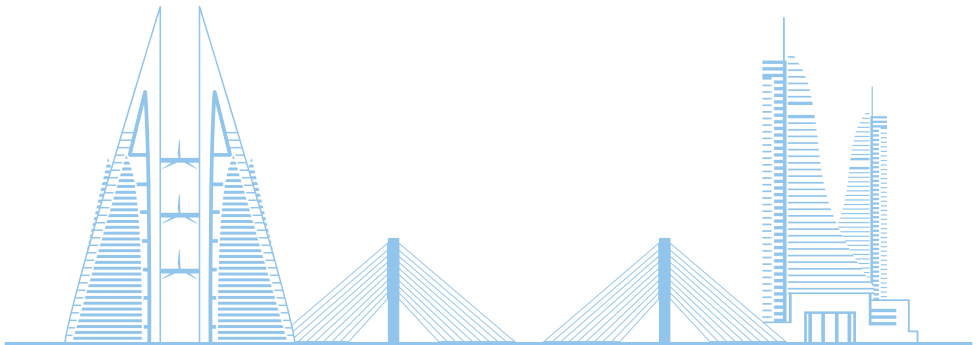
The case for Bahrain

- ❖ Business freedom with 100% foreign ownership
- ❖ Low-cost commercial environment and zero direct taxes
- ❖ Easy access to KSA and the GCC
- ❖ Exceptional quality of living and education

❖ Excellent workforce with government support

Elite Technologies benefits from the region's most highly skilled bilingual workforce. This is a particular strength in ICT, where as many as 89% hold a bachelor's or master's degree and around 44% hold at least one professional certification. The company can therefore work effectively with technology partners who include Microsoft, VMware, IBM, Dell, Nutanix, Huawei, and Splunk. Elite Technologies are confident they can keep pace with the fast-moving innovation in the sector.

Currently around 35% of Elite Technologies' employees are Bahraini. With the obvious advantage of tapping into the local skilled workforce, this enables the company to service clients using staff who can travel freely across the GCC. In addition, Elite Technologies benefits from employment grants from Tamkeen, a government agency that develops the private sector by supporting enterprises and enhancing the employability of Bahrainis, through subsidised training schemes and grants.



CONTACT US

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