

Sabre



Sabre: Transforming the world of travel across MENA

 **EDB** BAHRAIN
ECONOMIC DEVELOPMENT BOARD

BUSINESS
friendly
BAHRAIN

Daniel Naoumovitch, CEO of Sabre Travel Network Middle East, explains why Sabre chose to base its regional headquarters in Bahrain.

✦ Bahrain: Location of choice for global tech solutions

Global companies searching for the ideal destination to base their business in the Middle East would certainly consider important decision-making factors such as access to key markets, the availability of a skilled local workforce, the quality of the ICT infrastructure and the ease of doing business.

“ We had a few options but Sabre ultimately chose Bahrain as its Middle East Headquarters. It was a natural choice due to many factors including its central location, ease of travel throughout the region, cost of living and overall solid infrastructure. The business case was clear. ”

✦ Based in Bahrain, connected to the world

Sabre's joint venture with Bahrain's national carrier Gulf Air created Sabre Travel Network Middle East, showcasing how a truly global technology player found the perfect location for its regional operations in Bahrain. Sabre now operates 27 offices and 11 training centres, across 13 Middle East and North Africa (MENA) countries, out of their hub in Bahrain.



“ The location and the ease of travel in and out of Bahrain definitely meets our needs. In our business we need to disperse teams in and out of Bahrain and the region quickly and at very short notice and Bahrain’s infrastructure makes this happen. ”

About Sabre

Sabre Corporation is the leading technology provider to the global travel industry. Sabre’s software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including reservations, revenue management, flight, network and crew management. Sabre operates a leading global travel marketplace, connecting travel buyers and suppliers, and processes more than USD 120 billion of estimated travel spend annually. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world.

- US-based global travel technology company established in 1960
- Operating from 60 countries around the world
- 80 Bahrain-based staff and another 200 employees across MENA
- NASDAQ listed company valued at USD 3.93 billion

• Culture of innovation

No sector has had to adapt more to the impact of technology than travel. Every aspect of the industry has been transformed by the digital revolution creating vast opportunities for smart investors. Bahrain has succeeded in creating an environment for technology and innovation to flourish, with its advanced ICT infrastructure and vibrant telecoms sector.

“ Being a technology company, innovation is part of our culture, a culture that is thriving within each and every employee and a part of our commitment to our customer. And the company is helping make the most of the creativity of its employees through a structured innovation program that rewards its employees for offering ‘out-of-the-box’ ideas. Innovation is the buzz word. ”



In early 2016 Sabre introduced Ignite, the first structured innovation program in Europe, Middle East and Africa (EMEA), for its workforce to put forward ideas for better ways of working. The first ideas came from Bahrain and within a few weeks 200 ideas were put forward – an indication of the innovation found within the Bahraini workplace.

❖ Unique talent pool

Bahrain's commitment to investing in education has resulted in a highly-skilled bilingual workforce. Sabre first set up in Bahrain in 2005 with 30 employees, growing into a much larger organisation today, with 80 Bahrain-based staff, of which half are Bahraini, and another 200 employees across MENA.

“ I simply do not recall the last time we have been short of talent in Bahrain – and this goes for both local and expatriate talent. Recruiting for jobs in Bahrain seems to have a certain attraction to it. An attraction for professional men and women that are looking for stability and a good quality of life. ”



Driving growth

Technology will be the key ingredient to supporting growth in Bahrain's diversified economy. Bahrain is a nation of early adopters with a highly competitive and vibrant telecoms sector. Two thirds of Bahrainis own two mobile phones, and mobile and broadband penetration rates are high at over 200% and 145% respectively.

The Kingdom's tourism sector is growing steadily and is expected to reach USD 1 billion by 2020.

Sabre is contributing to this growth by assisting travel companies to generate new revenue and compete internationally. From this central hub, Sabre is growing the online and mobile space across the region by rolling out innovative global products like the Sabre Dev Studio, offering a portfolio of services and tools that allow developers to build apps to transform the world. Dev Studio powers B2C and B2B applications, providing services that enable developers to create value across the entire travel process, from inspiration and search, to providing personalised service.

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

- ✦ Located at the heart of the Gulf with regional and global connections
- ✦ Advanced ICT infrastructure
- ✦ Highly skilled bilingual workforce
- ✦ A family friendly place to live and work

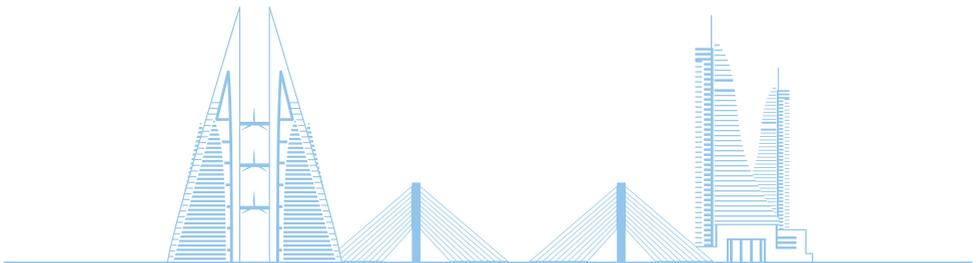
✦ Bahrain: A friendly place to live and work

The family friendly lifestyle of Bahrain is very appealing. In fact, the example of Daniel Naoumovitch is not unusual - he has now lived in the Kingdom for 11 years.

“ *It is always a pleasure to arrive in Bahrain. You can land, get through customs and be home, all within less than an hour.* ”

The business environment is equally friendly with its mature regulatory framework and ease of doing business. Bahrain has created the optimal environment for technologically-driven and innovative businesses to thrive and this is exemplified by the success and growth of Sabre Travel Network Middle East.

“ *The ease of setting up our HQ here in Bahrain has been phenomenal – it only took us a few weeks.* ”



CONTACT US

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