

## Batelco launches online Forza tourney

Batelco has announced the launch of an online Forza Competition, which will provide a month long mega competition between keen online gamers using Xbox 360.

Batelco, well known for its innovation in the first telecom company to provide such an added benefit for its customers.

**Ten winners will be selected based on their accumulated scoring with the top three scorers winning a one-year free broadband rental and iPad.**

### Registration

The competition, which is open to Batelco Broadband customers, will give

online game fans the opportunity to display their gaming skills on the Xbox 360 and win free Broadband package rentals, iPads and ONets. To participate, players must register online at <http://www.batelco.com> - click on the

Online Forza Tournament box on the homepage and complete the application form.

### Game rules

Details about the rules, terms and conditions of the

online competition are published on the website and competitors are advised to familiarise themselves with the details. Registration, which began on October 15, will close once all places are filled, or on October 30, whichever comes first.

Ten winners will be selected based on their accumulated scoring with the top three scorers winning a one-year free broadband rental and iPad. The next

seven winners will receive a prize of a Batelco o-Net Device.

"Our youth market has requested a special promotion just for them and we are delighted to oblige with this online racing tournament. It will provide hours of fun and friendly competition and additionally give the players the chance to win some fantastic prizes," said Batelco Group General Manager Media Relations Ahmed Al Janahi.

## International Patient Programme at Al Hilal

The Indian medical system is known not only for its efficiency but also for maintaining high standards and quality. Al Hilal Hospital chairman Abdul Nabi Al Shoala said yesterday.

He was speaking at a function to mark the inauguration of the International Patient Programme in the hospital in association with Wellspring India Mediatour Private Limited. It will facilitate the sick and needy to avail best medical services in various Indian hospitals.

Al Shoala, who is also Bahrain India Society chairman, praised Indian Ambassador Dr. George Joseph for his commitment to serve the poor. "He is working hard to further strengthen the ties between India and Bahrain and for uplift of the poor even in the last days of his tenure," he said.



● Officials at the launch of International Patient Programme at Al Hilal.

Dr. George Joseph, who was the chief guest, said that if someone took care of a patient, then his cure has already begun. He also lauded the hospital for taking the initiative to develop such a system.

Wellspring India Mediatour Director Srinivas Raghavan assured that the Centre would be a patient centric health care

other dignitaries were present.

The programme will enable the patients to choose the right kind of hospital, estimates for treatment, admission and consultation arrangements in India. It will also assist in making arrangements for visa, ticketing, transportation and communication in India.

## Mindshare MENA forum on consumer communication

Mindshare MENA (Middle East North Africa) yesterday hosted its inaugural "Mindshare Media Summit 2010" in Dubai. The summit was aimed to provide a definitive guide to the key changes within the media advertising landscape.

Selected guests were exposed to a hand-picked selection of some of the advertising industry's most pioneering media minds, who outlined the emerging opportunities for advertisers and demonstrated how to embrace new media channels.

Nick Emery, Chief Strategy & Client Services officer, Mindshare worldwide; Russell Buckley, AdMob Evangelist, Google; Gilles Storme, Head of Sales EMEA, RockYou Ahmed Nassef, VP Middle East, Yahoo and Mazen Hayek Group Director of PR & Commercial/Official Spokesman of MBC Group were the prominent speakers. The inaugural summit was organized by C



● Delegates at Mindshare MENA forum.

"The summit 2010 is part of our commitment to show the market how we are moving beyond the realm of media solutions to respond to market changes," says Samir Ayoub, CEO of Mindshare MENA region. "Understanding the optimum value and interaction between brands, con-



sumers and media channels will create competitive advantage for our clients. The summit provides us with inspiration and essential learning for the future of

our partnership together."

Mindshare MENA has 260 employees operating in 16 offices across 10 countries.



● Audience giving a patient hearing to the discussion by the panelists.



● The Atlas Jewellery Showroom, Gold City held a draw for "2010 Grams in 2010" winners. The draw was attended by Yaser Ahemmed from the Ministry of Industries and Commerce. Each winner gets 50 gms gold. The winners are: Omana, Rajina, Suraj, Vijaymohan, Ibrahim, and Mithun.