

Etisalat shortlisted for GSMA Global Mobile Awards

The Etisalat Group has been shortlisted for four GSMA Global Mobile Awards for its advanced service portfolio that is helping to enrich digital communities across the Middle East, Africa and Asia.



The Global Mobile Awards are the telecommunications industry's prestigious international awards and Etisalat's nominations in 2013 follow its successful participation in the 2012 awards which saw it winning three awards.

Etisalat's work in the rollout and commercialisation of advanced mobile financial services across continents was highlighted with two nominations in the "Best NFC/ Mobile Money Service" and "Most Innovative Mobile App" categories.

Commercialised under the product name "Flous", Etisalat's service includes payments (merchants, utility, transportation), transfers (domestic and international), bank accounts management, secure access and ticketing. Flous is the core component and foundations stone of other Etisalat digital innovations such in the fields of health, identity and education.

Nominated for two categories - "Best Mobile Service for Emerging Markets" and "Best Mobile Product for Women in Emerging Markets" - Etisalat's Maternal Health program "Mobile Baby" is enabling birth attendants and midwives to ensure safer pregnancies by enabling them to quickly and accurately identify, communicate and act on obstetric emergencies.

The program was recently expanded to include services that support care for children with severe acute malnutrition and to help eradicate polio in West Africa. Working with its program partners, D-Tree International, Etisalat Mobile Baby will continue saving countless lives whilst greatly enhancing the life expectancy of women and children across continents.

"The competition this year was of an exceptionally high quality, breaking all previous records," said Michael O'Hara, chief marketing officer, GSMA. "Our judging panel has assessed well over 600 entries and nominations for the 37 awards, the largest ever number of honours to be presented at the Global Mobile Awards. It is a tremendous achievement to have been shortlisted and we look forward to recognising the winners at Mobile World Congress."