

# Etisalat wins award for mobile health initiative

Etisalat Group, the telecommunications corporation with operations in 15 markets across the Middle East, Africa and Asia, has won the Social Contribution Award from the World Communication Awards at a recent ceremony held in London, United Kingdom. The ceremony was attended by Ahmed Bin Ali, senior vice president: corporate communications on behalf of Etisalat.



Etisalat Group won the award for the Mobile Baby mHealth initiative amongst stiff competition from global telecommunications players.

## Social responsibility initiatives

In line with Etisalat's social responsibility initiatives, the Mobile Baby programme has been introduced in a number of markets across Africa, and has been effective in assisting with in-facility births and post-partum care in several African countries. The programme has allowed for cheaper maternal care and delivery services, as well as helping to save the lives of several mothers and children.

## Other awards this year

Etisalat's award wins at the World Communication Awards comes in an eventful year for group which has seen them pick up three GSMA awards, four international business awards and one *Forbes* Middle East Top Executive Management in the Arab World accolade. This achievement is a culmination of the group's efforts in developing and providing unprecedented services to customers across 15 countries of operation, helping accelerate social and economic development.

Last month, Etisalat Group won four Gold Stevie awards at the International Business Awards, including Executive of the Year - Telecommunications, awarded to H.E Ahmad Abdulkarim Julfar, CEO, Etisalat Group. The other awards were Most Innovative Company of the Year in the Middle East and Africa; Best New Product or Service of the Year - Health & Pharmaceuticals - Service for the Etisalat Group's mHealth initiative, Mobile Baby, and Corporate Social Responsibility Program of the Year in the Middle East and Africa, also for Mobile Baby.

Earlier this year, Etisalat Group was honoured with an unprecedented three GSMA Global Mobile Awards at the Mobile World Congress in Barcelona. The Group won two GSMA awards in the 'Best Mobile Health Innovation' and 'mWomen Best Mobile Product' categories for its mobile health innovation Etisalat Mobile Baby that is reducing maternal mortality in developing countries, while the Etisalat Commerce platform was awarded the 'Best Mobile Money Innovation' for making

financial services accessible to millions of people, especially the un-banked and under-banked, across the Middle East, Africa and Asia.

The World Communication Awards recognise the companies and individuals responsible for the innovations, achievements and great new services that are helping to build tomorrows industry. The awards focus on the big issues, while encouraging more entries from communications providers across the globe, both large and small, to ensure the awards can truly claim 'world' status.

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