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INTERNATIONAL TELECOMMUNICATION UNION (ITU)
Moving the Regulatory Cursor for Digital Regulation

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Engineer Balcha Reba is an accomplished Electrical Engineer with over 16 years of experience in Telecommunications regulation. Currently, he is the Director General of the Ethiopian Communications Authority, which is a National Regulatory Authority for Telecommunications and Postal sector. Before being appointed Director General (DG) in September 2019, Engineer Balcha was Director of Communications and Information Technology Standardization and Regulation at the then Ministry of Communications and Information Technology, and later at the Ministry of Innovation and Technology. He also headed the Ethiopian Telecommunications Agency and played a key role in the continued telecommunications sector development and regulation in areas of standardization, equipment approval, spectrum management, licensing, and development of legal and regulatory frameworks. Balcha holds a Bachelor of Science Degree in Electrical Engineering from Addis Ababa University.