

## **EZDubai participates in ‘Dubai Week in Africa-Kenya’ event to further strengthen e-Commerce in the MENA region**

**Dubai, UAE, February 2021:** EZDubai, Dubai South’s dedicated e-Commerce zone, has announced its participation in the virtual ‘Dubai Week in Africa-Kenya’ event, which will focus on developing resilient trade relations between the UAE and evolving African countries. The event, which is hosted by UAE Trade Center, will take place from 15- 18 February and will host a consortium of top-ranking government officials and industry experts from strategic sectors from both the UAE and Kenya, who will address their outlook about a number of sectors and discuss various strategies pertinent to the current global economic situation as well as explore investment opportunities in engaging discussion panels.

The event will also feature participants from an array of private companies across various fields including banking and financial services, construction, packaging, food & beverages, energy, logistics and e-Commerce, and other sectors.

As the first of its kind e-Commerce operational zone in the Middle East, EZDubai’s participation will reiterate the prominent position that Dubai has attained in boosting and supporting e-Commerce in the MENA region. With e-Commerce revenue and users in Kenya projected to reach USD 1.5 billion and 19.03 million respectively in 2021, EZDubai will play a vital role in serving the region, given its advanced infrastructure, sophisticated logistics facilities, and customised business solutions.

In his comments, Mohsen Ahmad, CEO of Logistics District - Dubai South, said: “We are delighted to be participating in this renowned virtual investment expo. As economic growth shifts towards Kenya, a leading power house in Africa, we are keen to develop further dialogues with our counterparts to create a roadmap for strategic relations in the logistics and e-Commerce sectors, especially as revenue in the Kenyan e-Commerce market is expected to result in a market volume of approximately USD 2 billion by 2024. This is consolidated by the increasing number of players entering the e-Commerce market “

“In order to adapt to the new normal, future-focused strategies, progression and development would require robust international partnerships and collective thinking. We look forward to participating in a progressive event that will bring together industry enablers, strategic thinkers and pragmatic leaders,” Mohsen added.

EZDubai’s 920,000 square-metre, purpose-built e-Commerce zone is designed to attract the world’s leading e-commerce companies and create a benchmark with its infrastructure. The e-Commerce zone, which was launched in January 2019 by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, aims to promote the emirate’s position as a hub for regional e-Commerce.

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