

**Press Release**

**EZDubai welcomes Triboo ILG's pioneering efforts to serve growing demand for e-commerce services**

*New company targets to provide value-added services to Dubai's ever-expanding position as an e-commerce hub in the region*

November 19, 2019

EZDubai has announced that the e-commerce zone located in Dubai South's Logistics District continues to attract global e-commerce companies seeking to provide pioneering services to the region following the latest joining of e-commerce management and digital marketing services firm Triboo ILG within the free zone.

The company, which was recently formed as a joint venture between Triboo, a global e-commerce solutions provider headquartered in Italy, listed on the Milan Stock Exchange, and International Luxury Group, a major distributor and producer of luxury goods in the Middle East and Africa, targets to provide leading e-commerce management solutions and cater as well to the e-commerce market's luxury segment.

EZDubai welcomed the latest development as a positive reflection of the increasing attractiveness of the emirate as a global e-commerce hub in line with Dubai's efforts to boost e-commerce and further drive UAE's economic diversification. In line with recently launched Dubai E-Commerce Strategy designed by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, to place the emirate at the top of the global logistics and e-commerce market as a strategic hub and contribute up to AED 12 billion to its GDP by 2023.

Triboo ILG is expected to add market value to businesses in the sector serving the region through its complete e-commerce management and digital solutions services,

leveraging its expertise in the field and wide experience in digital transformation including its regional network in the luxury segment.

Mohsen Ahmad, CEO, Dubai South's Logistics District, said: "Triboo ILG joins the growing portfolio of companies supporting the growth of the e-commerce sector in the UAE and the region. Locating within EZDubai presents Triboo ILG with an ideal business environment to easily expand its network locally, regionally and globally. The free zone is equipped with advanced infrastructure and benefits from the various assets of the whole Logistics District, including the facilitative regulatory framework existing within the free zone and its proximity to companies establishing their business within Dubai South."

EZDubai has been rapidly growing as an e-commerce community since it opened in early in 2019 with the presence of some of the world's known e-commerce brands such as Amazon, Namshi, and noon. The 920,000 square-meter purpose-built free zone designed to attract the world's leading e-commerce companies continues to expand its offerings and cater to various markets, including the needs of luxury retail seeking to tap opportunities for growth through the e-commerce market.

Alessandro Carniel, CEO, Triboo ILG, noted: "Triboo ILG is the first one stop solution digital agency supporting companies in the GCC with full-service e-commerce management solution and digital marketing services. Leveraging digital marketing, social media and online marketplaces for sales growth is a game changer that will create an immediate competitive advantage for any organization that deploys it. Our exclusive goal at Triboo ILG is to develop trust and respect with all our clients by empowering their success."

Triboo ILG's wide range of digital services include end-to-end e-commerce management, digital and social media marketing, real time analytics, media and content production, customer care, client management and CRM integration. It also provides logistics and warehousing support for B2B, B2C and omni-channel partners in the region.

Triboo ILG brings its years of expertise and unique digital marketing and e-commerce management capabilities to seamlessly facilitate the transition of companies from brick and mortar to e-commerce by offering a modular end to end solution to clients of all sizes and across various industries and to integrate this offer with a full set of digital marketing services to increase awareness, traffic and eventually conversions.

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