**EZDubai and noon.com announce strategic partnership**

*A landmark step towards strengthening the   
regional e-commerce sector with large fulfilment centres in the pipeline*

**Dubai, United Arab Emirates, XX October 2020:** In alignment with [Dubai’s E-Commerce Strategy](about:blank#:~:text=increase%20the%20market%20share%20of,VAT%20and%20transportation%20among%20others), highlighting the Emirate’s commitment to economic diversification by attracting foreign direct investments into the sector and to drive Dubai’s global position in trade and e-commerce, EZDubai e-commerce zone is proud to welcome noon.com, one of the region’s leading digital marketplace.

A signing ceremony took place earlier this year to commemorate the partnership and was attended by HH Sheikh Ahmad bin Saeed Al Maktoum, Chairman of Dubai Aviation City Corporation, President of the Dubai Civil Aviation Authority (DCAA); Mohamed Alabbar, Founder of noon; HE Khalifa Al Zaffin, Executive Chairman Dubai Aviation City Corporation & Dubai South; Mohsen Ahmad, CEO of Logistics District, Dubai South, Faraz Khalid, CEO of noon; and other high-ranking executives.

Noon is one of the first e-commerce player to firmly establish itself within the EZDubai e-commerce zone. The partnership further cements noon’s commitment to becoming the digital flagbearer of the Middle East, helping to drive growth and innovation across the Middle East. noon will continue to expand its operations, utilizing EZDubai’s range of logistics facilities and customized business solutions to further support the growth of local SMEs and entrepreneurs who rely on noon as their digital platform.

HH Sheikh Ahmed bin Saeed Al Maktoum, said: “EZDubai aims to attract e-commerce, logistics and other related industries, in alignment with Dubai’s E-commerce Strategy set by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council that seeks to send out a robust message to foreign investors that the Emirate’s position is cemented as a global logistics hub for the region. noon’s presence in EZDubai will further consolidate Dubai South’s influence as a pioneering effort that will boost the growth of the industry.”

EZDubai represents a strategic business community that promotes the growth of SMEs as well as empowers businesses through a range of facilities and smart solutions for the sector. It also offers options for large international players to setup combined regional and national hubs to complement the growth of e-commerce in the region.

Mohamed Alabbar said of the partnership: “noon was built on the idea of delivering uncompromising, world-class customer experience. We are committed to transforming the digital landscape of the region by building a market-leading e-commerce platform that not only serves its customers but also helps local businesses compete better. EZDubai presented an ideal opportunity for us to advance upon our vision of the future of e-commerce, and we   
are humbled to be the flagship e-commerce brand there. We look forward to working with EZDubai to further push the frontiers of e-commerce in the country.”

HE Khalifa Al Zaffin, Executive Chairman Dubai Aviation City Corporation & Dubai South, commented: “EZDubai is positioned to help prosper the Emirate’s logistics and e-commerce sector by welcoming in companies like Noon that have left a dominant impact on the regional market and are seeking to expand on a global scale. In addition to the Government’s efforts to consolidate foreign investors into Dubai not only solidifies its presence worldwide but also opens its potential for local investors with a worldly view.”

EZDubai e-commerce zone is designed to further benefit from Dubai South, an integrated airport city spanning 145 square kilometres, home to the Expo 2020 site as well as directly connected to Al Maktoum International Airport and Jebel Ali Port. As part of the Logistics District, EZDubai stands to benefit from the district’s competitive advantage, with access to cross-continental, multimodal distribution networks. It has a high level of market reach in the Middle East, Africa, and South Asia (MEASA) region, supported by leading international supply chain providers.

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**about noon**

noon.com is a joint venture between the Kingdom of Saudi Arabia’s Public Investment Fund and Mohamed Alabbar. noon was founded with the mission of building an ecosystem of homegrown digital companies from the region, for the region to safeguard the future of the Middle East’s digital landscape. noon seeks to bring exceptional value and service to our region’s consumers and businesses. noon’s consumer platform first went live in the Kingdom of Saudi Arabia on 12th December 2017 and has grown to become the region’s leading online shopping destination with operations in presence in KSA, the United Arab Emirates and Egypt.