



Press Release

e& and DE-CIX partner to create powerful Middle East SmartHub Internet Exchange

Abu Dhabi/Frankfurt am Main, 21 January 2025. e& Carrier & Wholesale, a leading carrier, operates multiple geo-redundant SmartHub data centers across the Middle East, providing cutting-edge SmartHub IX services within these state-of-the-art facilities. In a strategic move to further strengthen regional connectivity, e& has partnered with DE-CIX, a world-renowned provider of premium interconnection services and the leading operator of carrier and data center-neutral Internet Exchanges (IX). DE-CIX's global presence spans nearly 60 locations across Europe, the Middle East, North and South America, Asia, and Africa. This collaboration will enhance the Middle East's IX ecosystem, driving the digital economy forward by expanding SmartHub IX's reach through direct connections to DE-CIX's global network and international Internet Exchanges.

Nabil Baccouche, Group Chief Carrier & Wholesale Officer, e&, said: "We are thrilled to partner with DE-CIX to boost the operations of SmartHub IX; this groundbreaking advancement will significantly enhance the digital landscape in the UAE and the wider region. This strategic collaboration aligns perfectly with our vision of building a dynamic and interconnected digital infrastructure. By leveraging DE-CIX's global expertise and extensive network, we continue to deliver exceptional value to our customers and foster innovation across various industries. With low-latency connectivity, SmartHub IX will ensure that information is transmitted and processed with minimal delay, enabling a more agile and efficient digital ecosystem."

SmartHub IX has introduced a remote peering service in collaboration with multiple Internet Exchanges in the region and is working to scale it to a global level, aimed at enhancing the efficiency and cost-effectiveness of network operations for businesses and service providers. This service promises to deliver substantial cost savings, expand network reach, provide scalability, improve performance, and offer greater flexibility. e&'s Remote Peering Service positions SmartHub IX as a strategic gateway to global markets, providing customers with seamless cross-border connectivity and enhanced data exchange.

Ivo Ivanov, Chief Executive Officer, DE-CIX, said: “We are honoured to have been chosen by our valued partner, e&, to drive SmartHub IX powered by DE-CIX forward. This is an exciting day for digital infrastructure in the UAE. Our common goal is not only to provide the digital economy in the Gulf region with the infrastructure it needs to forge closer local, regional, and international ties, but also to strengthen the entire Middle Eastern interconnection ecosystem. In addition, direct connectivity between SmartHub IX powered by DE-CIX and DE-CIX’s IXs in India unites two highly valuable markets and connects the UAE even more strongly with global interconnection ecosystems. Together with UAE-IX, also powered by DE-CIX, the Middle East will benefit from the best IX ecosystem in the area. This agreement positions the UAE as the hotspot of interconnection for the entire region, taking the Middle East to the next level.”

SmartHub IX in Fujairah hosts the largest submarine cable landing station in the region, interconnecting global customers, content providers, and Internet service providers. The new locations in Dubai will keep the IX business on a steady growth trajectory. SmartHub IX offers a world-class infrastructure and environment to customers seeking to interconnect with local, regional and international networks ensuring exceptional performance and reliability.

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About DE-CIX

DE-CIX is the world’s leading operator of Internet Exchanges (IXs). Founded in 1995, the company is celebrating its 30th anniversary in 2025. DE-CIX offers its interconnection services in close to 60 locations in Europe, Africa, North and South America, the Middle East, and Asia. Today, accessible from data centers in over 600 cities world-wide, DE-CIX interconnects thousands of network operators (carriers), Internet service providers (ISPs), content providers and enterprise networks from more than 100 countries, and offers peering, cloud, and other interconnection services. DE-CIX Frankfurt is one of the largest Internet Exchanges in the world, with a data volume of over 45 Exabytes per year (as of 2024) and close to 1100 connected networks. Close to 250 colleagues from over 35 different nations form the foundation of the DE-CIX success story in Germany and around the world. Since the beginning of the commercial Internet, DE-CIX has had a decisive influence – in a range of leading global bodies, such as the Internet Engineering Task Force (IETF) – on co-defining guiding principles for the Internet of the present and the future. As the operator of critical IT infrastructure, DE-CIX bears a great responsibility for the seamless, fast, and secure data exchange between people, enterprises, and organizations at its locations around the globe.

Further information at www.de-cix.net

About e&

e& is a global technology group committed to advancing the digital future across markets in the Middle East, Asia, Africa and Europe. With the group's financial performance in 2023 showing a consolidated net revenue of AED 53.8 billion and a net profit of AED 10.3 billion, e& continues to maintain its position as a financial powerhouse, reflected by its strong credit rating and solid balance sheet.

Founded in Abu Dhabi over 48 years ago, e& has evolved from a telecom pioneer into a technology group. Its footprint now spans 38 countries, offering a comprehensive portfolio of innovative digital services ranging from advanced connectivity, entertainment, streaming and financial services to AI-powered solutions, cloud computing, ICT, cybersecurity and IoT platforms.

The Group is structured around five core business pillars: e& UAE, e& international, e& life, e& enterprise and e& capital, each catering to distinct customer and market needs. These pillars empower e& to lead in various sectors, from telecom and digital lifestyle to enterprise services and venture investments. The ongoing strategic investments in AI, IoT, 5G and cloud services reinforce its leadership in the global technology landscape, driving the future of smart connectivity and innovation.

Driven by innovation, sustainability and a commitment to digital empowerment, e& is set on creating a smarter, more connected future for individuals, businesses and communities.

To learn more about e&, visit eand.com.

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