

Etisalat Digital and DMCC partner to transform Dubai's JLT to the first 5G powered smart district

- *Partnership will see a range of innovation-led initiatives launched across DMCC's Jumeirah Lakes Towers (JLT) district*
- *Starting this month, smart solutions will be installed across JLT, home to over 16,000 companies and 100,000 people who live, work and visit the area*
- *JLT to become the first smart and sustainable district of its kind in the region, supporting Dubai's ambition to become the most technologically advanced city in the world*

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Etisalat Digital partnered with DMCC - the world's flagship Free Zone and Government of Dubai Authority on commodities trade and enterprise – to transform Jumeirah Lakes Towers (JLT) into an innovative smart and sustainable district, powered by the 5G network.

Both organisations have committed to the comprehensive roll out of smart services across one of Dubai's most popular residential communities and business districts. Scheduled to start later this month, innovation-led initiatives aim to make the DMCC, and JLT community, the first smart and sustainable district of its kind in the region.

DMCC's partnership with Etisalat Digital falls in line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai and *Smart Dubai 2021* strategy, for Dubai to become the happiest city on earth.

"This is an exciting announcement and one that will come as welcome news to everyone connected to DMCC, the Jumeirah Lakes Towers community and the emirate of Dubai as a whole. DMCC's Smart and Sustainable District Strategy is about the intelligent application of data and technology to deliver a better quality of life for thousands of residents and companies in Jumeirah Lakes Towers," said **Feryal Ahmadi, Chief Operating Officer, DMCC.**

"With Etisalat Digital's support, DMCC will introduce a new wave of innovation to Dubai, and completely transform how we respond to the needs of the community. The smart solutions planned will accelerate our sustainability drive and increase safety, reduce health risks, lower pollution, boost social connectedness and ultimately, deliver a cleaner and more sustainable environment for all," she added.

Under the terms of the partnership, Etisalat Digital will roll out smart devices, services and platforms to drive efficiencies across public amenities, energy consumption, asset and building management. Etisalat Digital will also provide smart solutions related to parking, street lighting, air quality, noise pollution, environmental performance and traffic monitoring.

"Etisalat Digital's strategic partnership with DMCC will transform the JLT community to become the first 5G powered smart district in the region, making it a more seamless, efficient and safe experience for its members, residents and visitors. Both entities will work together to empower the community, reduce environmental footprint, provide smart solutions to improve infrastructure and transportation and deliver efficient public utilities," said **Salvador Anglada, Group Chief Business Officer, Etisalat.**



“This smart city project is in line with Etisalat’s vision of ‘Driving the Digital Future to empower societies’ and commitment to support the government’s vision as well as the development of smart technologies across the UAE,” he added.

DMCC’s long-term *Smart and Sustainable District Strategy* focuses on three core pillars: operational efficiency, customer centricity and sustainability. Project updates will be communicated to stakeholders by DMCC in due course.

About DMCC

Headquartered in Dubai, DMCC is the world’s most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai’s position as the place to be for global trade today and long into the future.

www.dmcc.ae