

TMG and Huawei Transforming Egypt's Smart Cities with Cloud Technology

[Cairo, Egypt, September 29, 2024] Huawei has entered into a strategic partnership with Egypt's Talaat Moustafa Group (TMG), a leading conglomerate specialized in real estate development, to collaborate on building cutting-edge AI-powered cloud technology in the Noor City project for the first time in the Egyptian market.

Under the agreement, Talaat Moustafa Group (TMG) seeks to leverage Huawei's advanced cloud technologies in building and developing cloud data centers and AI technologies, providing a wide range of advantages in smart city development. This technology is an ideal option as it will rely on scalable infrastructure, real-time data analytics, and seamless connectivity.

Talaat Moustafa Group (TMG) plans to offer comprehensive cloud services to the Egyptian market through "NOOR Cloud". In addition, this partnership will enable the Talaat Mustafa Group (TMG) to meet the diverse needs of various urban communities with first-to-market cloud solutions.

In this context, Mr. Mohamed Hisham Talaat Moustafa, Chief Recurring Income Officer at Talaat Moustafa Group, said: "We are thrilled to announce a strategic agreement with Huawei to develop a cutting-edge cloud aimed at providing essential services to the market. TMG will be leading the market by embracing cloud technology. TMG cloud-enabled applications will not only drive economic growth but also create new opportunities for innovation across industries, offering services to customers. By leveraging advanced technology, we aim to lead the market and empower businesses to thrive in a competitive landscape. Together, we will open doors to a future of limitless possibilities and drive transformative change."

Mr. Mohamed Salah, VP of Intelligent Cities - Recurring Income at Talaat Moustafa Group, added: "We are entering a transformative era in Egypt's urban development. Our collaboration with Huawei is not merely about implementing technology; it's about reimagining urban living to meet the needs of our communities. By integrating innovative and sustainable solutions, we are establishing new benchmarks for real estate development. Together, we are committed to creating smart cities that stimulate economic growth and foster resilient communities throughout the country."

Mr. Wang Bin, Vice President of Huawei Government Public Services Digitalization Business said, "Cloud technology is a game-changer for smart city development, offering unparalleled opportunities for cities to thrive in the digital era. By embracing Cloud, cities can fully unlock the potential of cloud technology to create a better future for urban living."

Commenting on the agreement, Mr. Felix Xu, CEO of Huawei Egypt Enterprise Business Group, said: "With over 30 years of expertise in ICT solutions, Huawei has become a leading cloud services provider, offering reliable, secure, and cost-effective solutions that enable organizations to thrive in the digital age. By expanding our partnership with TMG, we are committed to supporting their vision of a smart city that is not only technologically advanced but also sustainable, inclusive, and future-proof. Our comprehensive portfolio of cutting-edge products and technologies, including robust cloud services, next-generation networks, scalable storage solutions, and intelligent AI large models, positions us to support TMG in realizing their vision to transform cities into smarter, more connected environments, ensuring optimal performance and reliability of their infrastructure."

It is worth mentioning that the new collaboration between Huawei and TMG marks a continuation of their longstanding partnership in developing cutting-edge smart cities and creating sustainable communities. By leveraging their combined expertise, TMG and Huawei aim to redefine the standards for urban development and digital innovation in Egypt.

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