

**PRESS RELEASE**

**FRANCE-IX ENTERS INTO A STRATEGIC PARTNERSHIP WITH HUBSIX TO SUPPORT THE LAUNCH OF ITS NEW INTERNET EXCHANGE POINT (IXP) IN SENEGAL**

**Paris, 1 October, 2024** - The new platform, to be created in 2024, aims to be a hub that will connect players in the Senegalese and West African digital ecosystem, as well as the major global digital players, thereby enabling the development of Internet content exchanges between these players locally in Senegal and no longer abroad as is the case today.

Discussions initiated in early 2023 between HubSIX and [France-IX](#), France's leading Internet exchange point, led to the signing of a partnership agreement between the 2 structures, enabling HubSIX to benefit from France-IX's expertise in building its platform to the highest performance and security standards. The infrastructure will enable the customers connected to it (national and sub-regional telecoms operators, ISPs, large private and public companies, universities, global players in the cloud and digital services, etc.) to exchange Internet traffic locally, with the benefits of improved performance and resilience for Senegalese users, as well as lower international bandwidth costs.

The imminent arrival in Senegal of new submarine cables, new neutral data centres and new global digital players augurs a major transformation of the local digital ecosystem, in which HubSIX will play a key role, particularly as Senegal reaffirms its digital sovereignty.

*“This partnership will enable HubSIX to benefit from France-IX's technical expertise and ecosystem to develop local Senegalese and African sub-regional Internet content. Today, more than 70% of the Internet traffic consumed by Senegalese users comes from abroad, and HubSIX will help to reduce this dependence by gradually bringing this content back to Senegal, for the greater benefit of the local digital ecosystem and greater digital sovereignty. It will also promote the development of new services to be offered locally by Senegalese digital companies and start-ups on the HubSIX platform”,* said **Bocar KANE, Founder and CEO of HubSIX.**

**Franck Simon, CEO of France IX Services,** said: *“The partnership with HubSIX, the new Senegalese exchange point, will enable us to continue our policy of local support for French-speaking African exchange points, to share our experience and to play a growing role on the international stage.”*



### **About HubSIX**

Created in 2024, HubSIX operates the exchange point of the same name, which will be operational in early 2025. HubSIX is a neutral IXP that connects the main players in the digital ecosystem, including operators, ISPs, major public agencies and large private companies in Senegal and the sub-region.

### **About France-IX**

France-IX is the leading provider of Internet peering services in France, offering public and private interconnection services via its neutral exchange points (carriers and data centres) in Paris, Marseille, Lille, Lyon/Grenoble and Toulouse, as well as equipment hosting, NAP (Network Access Point), bandwidth (VLANs) and technical training services. The group interconnects several hundred players (telecoms operators, ISPs, businesses, content and cloud infrastructure providers) and all other Internet networks worldwide, with significant traffic on the French Internet market. Its services are aimed at all organisations wishing to optimise their costs and their Internet connection as part of their digital transformation. Founded in June 2010 with the support of the French Internet community, France-IX now has over 500 customers and stands for neutrality, sustainability and continuous improvement of the Internet.

For more information, visit the France-IX website: [www.franceix.net](http://www.franceix.net).

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