# Dubai CommerCity partners with qeen.ai and Portmind to boost e-commerce and trade efficiency



Dubai CommerCity (DCC), the region’s pioneering free zone dedicated exclusively to digital commerce, has forged strategic partnerships with qeen.ai and Portmind to advance the growth of e-commerce and international trade efficiency within the UAE. These alliances were unveiled during Dubai AI Week, held from 21 to 25 April 2025, under the patronage of Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Board of Trustees of Dubai Future Foundation.

Dubai CommerCity, a joint venture between the Dubai Integrated Economic Zones Authority (DIEZ) and Wasl Properties, aims to bolster the digital commerce ecosystem in the emirate by leveraging cutting-edge AI technologies. The partnership with qeen.ai, a prominent provider of agentic artificial intelligence solutions for e-commerce, is centred on integrating DCC's advanced digital infrastructure with qeen.ai's expertise in intelligent automation, AI-driven customer experience management, and streamlined digital sales processes. This collaboration is expected to accelerate the digital transformation of small and medium-sized enterprises (SMEs) and high-growth brands operating within the digital commerce sector.

Mitch Bittermann, Senior Vice President - Commercial at Dubai CommerCity, conveyed the strategic importance of the collaboration, stating: "Our partnership with qeen.ai reflects Dubai CommerCity’s commitment to supporting the emirate’s vision to become a global hub for artificial intelligence and a leader in shaping the future of digital economies, in line with the ambitions of Dubai’s Economic Agenda (D33). By integrating intelligent automation and agentic AI solutions into our ecosystem, we are enhancing the competitiveness of e-commerce businesses and contributing to a thriving AI-driven economy that attracts global talent and investment."

Dina Alsamhan, Co-founder and Chief Business Officer of qeen.ai, commented on the partnership, saying: "Partnering with Dubai CommerCity is a strategic step in advancing the UAE’s digital commerce infrastructure. DCC enables market access and qeen.ai provides the intelligence layer that drives next-level performance. Our AI agents give SMEs the tools to automate, localize, and optimize their operations, enabling them to scale efficiently and compete globally. With this partnership, we’re reshaping how e-commerce is done in the region, ensuring SMEs can scale efficiently and maintain a competitive edge in an increasingly digital world."

Alongside qeen.ai, Dubai CommerCity has also joined forces with Portmind, a company specialising in AI solutions designed to enhance the efficiency of international trade businesses. The collaboration facilitates the implementation of Portmind’s AI-powered Sail platform, which automates critical customs and shipping processes. This includes activities such as data collection, validation, classification, and ensuring regulatory compliance, ultimately accelerating customs clearance and improving real-time shipment visibility for businesses operating in the free zone.

Abdulrahman Shaheen, Senior Vice President of Operations at Dubai CommerCity, highlighted the benefits of integrating Portmind’s AI solutions: "Dubai CommerCity’s partnership with Portmind reflects our commitment to creating a smarter, faster, and more agile business environment for companies of all sizes. Our aim is to enable businesses to thrive by adopting intelligent solutions that simplify and future-proof trade operations, reinforcing Dubai’s position as a world-class innovation hub. This partnership also aligns with the priorities of Dubai AI Week to accelerate the responsible development of transformative technologies for the benefit of societies and economies."

Julien Gurunlian, Founder and CEO of Portmind, expressed enthusiasm about the collaboration, stating: "We are excited to collaborate with Dubai CommerCity to introduce AI-driven innovation into international trade. Our Sail platform is designed to eliminate inefficiencies and reduce friction in cross-border operations. This partnership allows us to enable smarter, faster customs workflows that drive compliance, reduce costs, and enhance trade transparency—benefiting businesses across the DCC ecosystem."

The UAE’s e-commerce market is forecasted to surpass Dhs48.8 billion by 2028, and these partnerships support national ambitions to strengthen the digital economy while positioning Dubai as a global leader in next-generation trade and technology. They align with broader strategic efforts towards economic diversification and digital transformation within the UAE.

Building on its recent initiatives, Dubai CommerCity also announced in December 2024 a memorandum of understanding with logistics providers Aramex and QuikBot Technologies to trial QuikBot’s Autonomous Final-Mile Delivery (AFMD) Platform-as-a-Service within the free zone. This move further underscores DCC’s ongoing commitment to innovation and digital advancement across the e-commerce supply chain.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.zawya.com/en/press-release/companies-news/dubai-commercity-partners-with-qeenai-and-portmind-to-accelerate-ai-adoption-within-the-free-zone-w4229saq> - Corroborates the strategic partnerships between Dubai CommerCity and qeen.ai, as well as Portmind, highlighting their goals to enhance e-commerce growth and international trade efficiency within the UAE.
2. <https://www.dubaicommercity.ae> - Provides background information on Dubai CommerCity as the region’s first free zone dedicated to digital commerce, explaining its role in driving e-commerce growth through strategic partnerships.
3. <https://www.instagram.com/p/DI3lL9KtHZ6/> - Announces the partnerships with qeen.ai and Portmind during Dubai AI Week 2025, aligning with Dubai’s broader AI and digital transformation ambitions.
4. <https://www.instagram.com/p/DI5UbLhvBAx/> - Emphasizes the significance of Dubai CommerCity’s partnerships with qeen.ai and Portmind for enhancing the UAE’s e-commerce and logistics sectors through AI integration.
5. <https://www.albawaba.com/business/aramex-named-one-of-uae-s-most-valuable-companies> - Although not directly referenced, it highlights Aramex's role in the UAE, similar to other logistics and technology companies involved with Dubai CommerCity, such as the memorandum of understanding with logistics providers.
6. <https://www.dubaifuture.ae/en/initiatives/programs/dubai-ai-week> - Provides context on Dubai AI Week, under which these partnerships were announced, reflecting Dubai's commitment to AI and digital transformation, aligning with the city’s strategic economic goals.
7. <https://news.google.com/rss/articles/CBMirgFBVV95cUxPZ0JSNjBqMjlNV1hSYlpRQnY0OWhIbzJTTmxSZGdYaWtZSzZ4NjA0Y1poSy1FYzg2eW1GclFlc1djQ1dfTWFsaUZZVXZSTkNhUTkwN3l0SVAwVzhiNTlkazlWVENXZllYZzRfNks2c2tYNkpsRjhwNVlsR0w1V1JzalVUQ2R4VVlTNnI2WnlIMFpoUHJGLUlKazloX3V0ZVpDcmdXcXJnbU8zN29PV2c?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data