# G42 launches London hub to expand AI services across Europe and UK



G42, the prominent UAE-based artificial intelligence and advanced technology group, has officially launched G42 Europe & UK, a new subsidiary headquartered in London. This expansion follows the group's recent establishment of data centres and compute clusters in France and Italy, as well as growing interest from other European countries. The new entity is designed to provide scalable and secure AI services across a range of industries, including financial services, healthcare, manufacturing, and energy. Alongside service delivery, G42 Europe & UK aims to collaborate closely with national and regional bodies to promote data sovereignty initiatives and support the deployment of next-generation AI infrastructure.

Co-chaired by Omar Mir, International Board Member at World Wide Technology, and Marty Edelman, Group General Counsel of G42, the subsidiary intends to leverage G42’s extensive network of supercomputing nodes, data centres, and AI capabilities. Omar Mir highlighted the goal to localise G42’s AI expertise for European and UK businesses, emphasising the role this will play in driving digital transformation, boosting competitiveness, and establishing resilient, sovereign AI infrastructure partnerships between public and private sectors. Marty Edelman also underscored the strategic importance of London as a hub, enabling the group to navigate complex regulatory frameworks while delivering world-class technology solutions.

G42 is already a well-established name in the Middle East, supported by numerous high-profile international partnerships, such as its collaboration with Microsoft to accelerate AI adoption in the region. Microsoft’s $1.5 billion investment in G42, announced amid consultations involving both UAE and U.S. governments, strengthens this alliance further. Brad Smith, Microsoft’s president, has joined G42’s board of directors. This investment aims to bolster digital infrastructure not only in the Middle East but also across Central Asia and Africa, enhancing the global innovation landscape in digital technology. Through this partnership, G42 utilizes Microsoft’s cloud platform for running advanced AI applications, reinforcing its position as a regional AI powerhouse.

Additionally, G42’s collaboration with Nvidia marks another significant leap in its AI-driven technological pursuits, particularly in climate technology. Together, these companies are developing AI solutions to improve the accuracy of global weather forecasting by using NVIDIA’s Earth-2 platform, an AI-augmented system tailored for advanced climate and weather prediction. They have committed to establishing a Climate Tech Lab and operational base in Abu Dhabi, where over 100 petabytes of geophysical data will be harnessed to build bespoke environmental solutions. This reflects G42’s broader ambition to play a central role in the UAE’s economic diversification efforts, which include substantial investments in AI to reduce dependency on oil and to position the country as a leader in tech innovation.

While G42’s expansion into Europe and the UK signals a significant internationalisation of its operations, their established network and strategic partnerships provide a robust foundation for growth. The group’s experience in managing sovereign cloud offerings, especially in partnership with Microsoft, equips it to address the stringent data privacy and regulatory demands of European and UK markets. This move not only expands G42’s geographical footprint but also situates it at the forefront of a global AI ecosystem, poised to deliver transformative technological solutions and infrastructure development on multiple continents.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://w.media/g42-expands-to-europe-and-uk/), [[2]](https://w.media/g42-expands-to-europe-and-uk/)
* Paragraph 2 – [[1]](https://w.media/g42-expands-to-europe-and-uk/), [[2]](https://w.media/g42-expands-to-europe-and-uk/)
* Paragraph 3 – [[1]](https://w.media/g42-expands-to-europe-and-uk/), [[4]](https://apnews.com/article/8a9e3f9840a10f151e2421efb195c9b6), [[6]](https://www.prnewswire.com/news-releases/microsoft-invests-1-5-billion-in-abu-dhabis-g42-to-accelerate-ai-development-and-global-expansion-302117527.html)
* Paragraph 4 – [[3]](https://www.reuters.com/technology/artificial-intelligence/uaes-ai-firm-g42-nvidia-team-up-climate-tech-2024-09-20/), [[5]](https://www.prnewswire.com/news-releases/g42-collaborates-with-nvidia-to-deliver-next-generation-climate-solutions-using-earth-2-302253788.html)
* Paragraph 5 – [[1]](https://w.media/g42-expands-to-europe-and-uk/), [[4]](https://apnews.com/article/8a9e3f9840a10f151e2421efb195c9b6), [[7]](https://www.prnewswire.com/news-releases/g42-and-microsoft-unlock-new-opportunities-for-digital-transformation-with-joint-sovereign-cloud-and-ai-offering-301918057.html)

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

## Bibliography

1. <https://w.media/g42-expands-to-europe-and-uk/> - Please view link - unable to able to access data
2. <https://w.media/g42-expands-to-europe-and-uk/> - G42, a UAE-based AI and advanced technology group, has launched G42 Europe & UK, a subsidiary headquartered in London. This follows the establishment of data centres and compute clusters in France and Italy, and growing interest from other European countries. The new entity aims to provide scalable, secure AI services across sectors such as financial services, healthcare, manufacturing, and energy. It will also collaborate with national and regional bodies to advance data sovereignty initiatives and support next-generation AI infrastructure. G42 Europe & UK is co-chaired by Omar Mir and Marty Edelman.
3. <https://www.reuters.com/technology/artificial-intelligence/uaes-ai-firm-g42-nvidia-team-up-climate-tech-2024-09-20/> - UAE-based AI company G42 has partnered with U.S. chipmaker Nvidia to develop AI solutions that enhance weather forecasting accuracy globally. They plan to establish a climate tech lab and operational base in Abu Dhabi. This partnership comes as the UAE aims to diversify its economy away from oil and invest heavily in AI. Major deals include a $1.5 billion investment by Microsoft in G42, and the launch of two new centers in Abu Dhabi. Additionally, Abu Dhabi's MGX investment company is joining a $30 billion AI infrastructure fund with BlackRock and Microsoft.
4. <https://apnews.com/article/8a9e3f9840a10f151e2421efb195c9b6> - Microsoft has announced a $1.5 billion investment in G42, a technology firm based in the United Arab Emirates (UAE) and overseen by UAE’s national security adviser, Sheikh Tahnoon bin Zayed Al Nahyan. The deal, made with consultation from both the UAE and U.S. governments, includes Brad Smith, Microsoft’s president, joining G42's board of directors. G42, headquartered in Abu Dhabi, focuses on AI and operates data centers in the Middle East and other regions. It is known for developing the leading Arabic-language AI model, Jais. The collaboration will see G42 running its AI applications on Microsoft's cloud platform, aiming to enhance digital infrastructure in the Middle East, Central Asia, and Africa. Microsoft emphasized this investment's potential to boost global innovation in digital technologies.
5. <https://www.prnewswire.com/news-releases/g42-collaborates-with-nvidia-to-deliver-next-generation-climate-solutions-using-earth-2-302253788.html> - G42, a leader in AI and cloud computing, has partnered with NVIDIA to advance climate technology by developing AI solutions aimed at enhancing the accuracy of global weather forecasting. The collaboration focuses on NVIDIA's Earth-2 platform, an open system that accelerates climate and weather predictions with interactive, AI-augmented, high-resolution simulation. G42 and NVIDIA will establish a new operational base and Climate Tech Lab in Abu Dhabi, serving as a hub for research and development to drive environmental sustainability. This facility will leverage over 100 petabytes of geophysical data assets to create tailored climate and weather solutions.
6. <https://www.prnewswire.com/news-releases/microsoft-invests-1-5-billion-in-abu-dhabis-g42-to-accelerate-ai-development-and-global-expansion-302117527.html> - G42, the leading UAE-based artificial intelligence (AI) technology holding company, and Microsoft have announced a $1.5 billion strategic investment by Microsoft in G42. The investment will strengthen the two companies' collaboration on bringing the latest Microsoft AI technologies and skilling initiatives to the UAE and other countries around the world. This partnership aims to enhance the UAE's position as a global AI hub and provide further opportunities for partners and customers to innovate and grow. Microsoft's Vice Chair and President Brad Smith will take a seat on the G42 Board, and both companies will support the establishment of a $1 billion fund for developers.
7. <https://www.prnewswire.com/news-releases/g42-and-microsoft-unlock-new-opportunities-for-digital-transformation-with-joint-sovereign-cloud-and-ai-offering-301918057.html> - G42 and Microsoft have embarked on the next phase of their ongoing strategic collaboration, announcing a multifaceted plan to make available sovereign cloud offerings, co-innovate and deliver advanced AI capabilities, and expand the existing data center infrastructure in the UAE. Microsoft's sovereign cloud offering will allow UAE public sector and regulated industries to use new platform capabilities for securing sensitive data, providing access to the latest cloud and AI features available on Azure public cloud, and helping them comply with local privacy and regulatory requirements. G42's deep understanding of UAE sovereignty requirements and technical capabilities are central to customizing the offering to help address customers' specific needs.