



## Aruba moves into the Chinese market and is awarded a licence to sell its .cloud domains

*The .cloud domain has been awarded a government licence and can be registered by businesses and private individuals on the vast Chinese market*

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**Bergamo, 26 November 2018** – Aruba S.p.A. ([www.aruba.it](http://www.aruba.it)), a leader in domain registration, data center, cloud, web hosting, email and certified email (PEC) services, announces the opening of its Beijing branch **Beijing Aruba Cloud Tech Co. Ltd.**, which has obtained accreditation from the Ministry of Industry and Information Technology (MIIT) for its .cloud domain extension. More specifically, authorization from the Chinese Ministry is an essential requirement in order to allow the domain to be registered and used by this large Asian country's private individuals and businesses.

China, with a population of almost 1.4 billion and almost 80 million companies, is one of the world's most promising digital markets. Its digital economy, growing from strength to strength, is taking advantage of the cloud services on which all main online services are based. In line with its internationalization strategy, Aruba, which already has an international presence both with its cloud computing service ([www.arubacloud.com](http://www.arubacloud.com)) operating in over 150 countries, and with the hosting services offered by its subsidiaries in various European countries, has decided to focus its expansion into China on one sector, that of domains, through the .cloud ([www.get.cloud](http://www.get.cloud)).

Obtaining a licence in China marks a prestigious milestone; the .cloud is in fact one of only a few new gTLDs (generic Top-Level Domains) to be accredited on the Chinese market and Aruba is the only Italian company to operate as a domain name Registry within this market.

Stefano Cecconi, CEO of Aruba, stated: *"Today the word cloud is synonymous with the Internet and innovation. The .cloud extension will therefore be an interesting option for all those Chinese companies and brands that wish to demonstrate their technical and technological progress and share their innovative thinking. The cloud is the future and, by adopting a .cloud domain, companies can show that they're ready to face the digital future – as has been our experience from the moment we started making the .cloud extension available."*

Mou Mukherjee, Head of .Cloud Registry, added: *"Our success is founded on partnerships and our intention is to work with Registrars, partners and all stakeholders belonging to the world of technology in China. Our partners play an important role in guiding Chinese companies towards the future, helping them to build and strengthen their online identities and to guarantee their presence in today's digital economy."*

**A country in full digital revolution.** China has the highest number of internet users in the world and is also the global leader in the e-commerce sector and the mobile payment marketplace. According to the latest report from the China Internet Network Information Center (CNNIC), as at July 2018,



China had 802 million digital users, with an increase of +3.8% since December 2017. Furthermore, 788 million people are mobile users, representing 98% of the country's total user base. Clearly, the Internet and mobile technology form an integral part of everyday life in China.

**The .cloud in numbers.** The .cloud domain, launched in February 2016, has so far gained over 155,000 registrations in more than 180 countries, also including emerging markets such as India, Brazil, Iran and Kazakhstan. Of all the new extensions, the .cloud is one of the most widely registered over recent years and has been the choice of both corporate cloud platforms on an international level, and of innovative startups such as Food.cloud, Fashion.cloud and Reward.cloud.

For further information on .cloud, please visit the international website [get.cloud](http://get.cloud) or the Chinese website [weilai.cloud](http://weilai.cloud).

#### **Aruba S.p.A.**

*Aruba S.p.A., founded in 1994, is the leading company in Italy for data center, web hosting, email, certified email (PEC) and domain registration services, and boasts extensive experience when it comes to building and managing data centers, with an active network throughout Europe: as well as its own data centers - 3 already active in Italy, and one scheduled for 2020, plus another in the Czech Republic - there are more partner structures in France, Germany, the UK and Poland. The company manages more than 2 million domains, over 7 million email accounts, more than 5 million certified email (PEC) accounts, over 130,000 physical and virtual servers and a total of more than 4.7 million customers. It operates in key European markets such as France, the UK and Germany, and is the leader in the Czech Republic and Slovakia, with an established presence in Poland and Hungary. In addition to web hosting services, it also provides dedicated server, housing and colocation services, managed services, digital signatures, digital preservation and smart-cards. Since 2011 it has extended its range with Cloud services and in 2014 it became the Official Registry for the prestigious “.cloud” extension. Aruba's Data Centers are able to host more than 200,000 servers. For more information: [www.aruba.it](http://www.aruba.it),*

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