

Google Cloud's ambitious African expansion

Article

The news: Google plans to set up an African cloud service as part of its larger **\$1 billion investment** in the continent to enable data sovereignty, [per](#) Bloomberg.

Google's African safari: The search giant plans to carpet Africa with various services, exemplifying Big Tech's [desire](#) to evolve into network providers, owning the pipes as well as the content on the internet.

- Google estimates that the cloud region could contribute more than **\$2.1 billion** to the country's economy and support the creation of more than 40,000 jobs by 2030, said **Niral**

Patel, director of **Google Cloud Africa**.

- **Google**, which already owns 10,000 miles of submarine cable, wants to have infrastructure in Africa set within the next five years, when it estimates **300 million Africans will access the internet for the first time**.
- Current African subsea cable interconnect sites include Cape Town and Johannesburg in **South Africa** and Lagos, **Nairobi**.
- Google is also innovating as it expands. One of its **projects** uses **laser-based internet to bridge cities across the Congo River** in Africa.

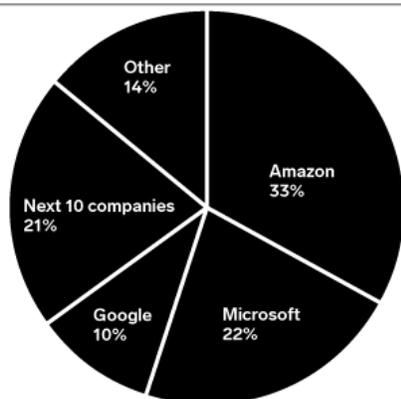
The cloud's piece of the puzzle: Google Cloud has been aggressively expanding its cloud operations in various countries and regions and is **pushing** data sovereignty and data residency as key advantages of expansion. In an internal FAQ dated August 9, **Google Cloud estimates that data sovereignty is a \$100 billion market**.

- Google Cloud **expanded** into **Mexico** in July to better support future **Latin American** growth.
- In August, its cloud operations opened **facilities** in **Thailand, Malaysia, and New Zealand**.
- **Alphabet** announced last month that Google will be building **Greece's** first cloud region, **per** Reuters.

Key takeaway: Google, whose cloud services **lost \$3.1 billion** last year, continues to invest in expansion to catch up to leaders **Microsoft Azure** and **Amazon Web Services (AWS)**. The company's investment in undersea cables and cloud regions give it a leg up in the race.

**Cloud Services Market Share Worldwide, by Brand,
Q1 2022**

% of total



Note: Q1 2022 revenues=\$52.7 billion
Source: Synergy Research Group, May 2, 2022

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