

## Seed Group Collaborates with CyberSmarties to Make E-Learning and Social Media Usage Safer for Kids Across the MENA Region



**Dubai, UAE, and Limerick, Ireland – 25 August 2021** – Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has joined hands with Ireland-based digital learning company [CyberSmarties Ltd](#) to bring in safe social networks designed exclusively for primary school children to the UAE and the wider MENA region.

Under the partnership, the Seed Group will help CyberSmarties Ltd expand its business operations in the Emirates and the region, reach the right audience, access top decision-makers in Government as well as private sectors, and market products effectively to potential clients.

The e-learning company, on the other hand, will introduce the best products and technologies to the region to create a safe digital learning environment for school children. The UAE’s education sector is expected to grow to \$7.1 billion by 2023, providing a vast market to educational tool creators and service providers.

Hisham Al Gurg, CEO of the Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, “There has been an increasing demand for digital learning solutions due to a shift

to distance learning and virtual classes in the Covid times. It therefore becomes important to create special networks which cater to a pre-smartphone age group and keep them safe from the perils of the online world, especially cyberbullying and the effects of the internet on the mental and emotional health of children.”

“CyberSmarties Ltd is a leader in providing world-class social networking solutions to schools to ensure children learn and grow in a digitally safe environment. We see a huge potential for their services in the UAE and the Middle East. We are pleased to have them as a partner and hope this association will propel the ongoing tech developments in the field of education in the region,” he added.

Founded in 2015, Limerick-headquartered CyberSmarties Ltd is officially a member of UNICEF's Global Partnership to End Violence against Children. The e-learning company has been awarded the An Garda Síochána Patent for Safety for its unique digital solutions, including the first child authenticated social network and fully monitored system, to keep school children safe while imparting education online.

Diarmuid Hudner, CEO and Founder of CyberSmarties Ltd, said, “We are pleased to enter into a mutually beneficial partnership with the Seed Group. The collaboration will help propel our business interests and goals in the MENA region through the Seed Group’s support and strong base of regional connections.”

CyberSmarties Ltd’s partnership with the Seed Group will give it access to one of the fastest-growing economies and further opportunities to reach out to prospective clients based out of the Middle East, Africa, and Asia regions.

The Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscape in the Middle East. Over the past 16 years, it has formed strategic alliances with leading global companies representing diverse regions to accelerate their sustainable market entry and presence within the Gulf Cooperation Council countries.

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### **About Seed Group**

Over the past 16 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group’s goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its

partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit [www.seedgroup.com](http://www.seedgroup.com).

### **About CyberSmarties**

Founded in Ireland in 2015, CyberSmarties is the first safe social network training platform developed specifically for Primary School children. Its purpose is to introduce children aged 6 to 12 years to the world of social media in a protected safe environment so that they learn the key skills in how to protect themselves and interact with others in a positive manner. CyberSmarties is a locked down, fully monitored and fully functional social network for children only and is the first social network to verify each child as a real child. CyberSmarties is the first social network to be classified as 100% safe for kids by a National Police Force and is a UNICEF Global Partner. CyberSmarties technology eliminates cyberbullying, identifies mental health issues and provides solution driven coping mechanisms to children as well as being an educational hub for school online classes and CyberSmarties Academy of online courses. CyberSmarties provide one safe space for children to interact, learn and have fun as well as providing peace of mind for parents and teachers that experts are minding their children in the digital age we live in today. For more information, visit [www.cybersmarties.com](http://www.cybersmarties.com).

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