

## **Seed Group and Authentic Vision Announce Strategic Collaboration to Bring Advanced Anti-Counterfeiting Technology to MENA Market**

**Dubai, United Arab Emirates and Salzburg, Austria — 16 August 2021** — Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, and [Authentic Vision GmbH](#), a Salzburg, Austria-based technology company, have announced a strategic collaboration to bring advanced technology solutions for product authentication to the Middle East and North Africa (MENA) market.

As part of this initiative, the Seed Group will support the expansion of Authentic Vision in the UAE and the wider MENA region. This entails helping the company establish a presence in the region, providing networking opportunities, and assisting in promoting its brand value.

Authentic Vision's technologies and solutions are designed to authenticate products, protect brands and consumers from counterfeiting activities, unlock digital value in products and enable inspiring experiences for end consumers.

According to the Organisation for Economic Cooperation and Development (OECD), the trade of counterfeit goods has soared over the last few years and now accounts for nearly 3.3 per cent of the total global trade, calling for urgent action.

Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "The rapid growth of online channels for sale of goods has only increased the problem of counterfeiting. Counterfeit products not only have a damaging impact on a company's reputation, but it also affects consumer confidence. Our partnership with Authentic Vision is a step towards empowering companies in the region with advanced security, smart AI and Computer Vision-driven solutions for improved protection of their brand value"

"Our extensive knowledge and expertise of the MENA business landscape and our commitment to advancing the interests of our partners will definitely help Authentic Vision deploy their solutions broadly and effectively in the region," he added.

Thomas Weiss, founder and CEO, Authentic Vision, said, "We are pleased to enter into a strategic partnership with the Seed Group. The guidance and networking opportunities offered by the Seed Group will play a pivotal role in our success in the Middle East. We are committed to providing cutting-edge technologies to companies globally to keep counterfeiters at bay and consumers' interest and loyalty intact."

The Seed Group has become a notable diversified company operating in technology, healthcare, tourism and hospitality, and real estate sectors in the Gulf region. 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 MENA region.

Authentic Vision's partnership with the Seed Group will give it access to one of the fastest-growing economies and further opportunities with prospective clients based in the MENA region and global brands who sell products in the region.

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### **About Authentic Vision**

Authentic Vision provides anti-counterfeiting and authentication technologies designed to protect your organization's investments in product innovation, brand value and reputation while creating new opportunities to increase trust and engagement with consumers worldwide. The company's unique Holographic Fingerprint™ tag, mobile authentication app and real-time analytics capabilities protect physical assets from counterfeiting and alert brand and product owners to potential fraudulent activity. Their anti-counterfeiting and authentication technologies help to minimize lost revenues and mitigate liability due to counterfeits and create new opportunities to engage with consumers through loyalty programs, incentives and future experiences that bridge the physical and digital. Visit [www.authenticvision.com](http://www.authenticvision.com) to learn more about their solutions, view case studies, download their consumer app or read the latest insights on how anti-counterfeiting and authentication technologies can help your organization.

### **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).

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