

Seed Group Partners with Ateca Consulting to Provide an Innovative Approach to Consulting and Recruitment in the MENA Region



Dubai, United Arab Emirates and London, United Kingdom – 12 January 2022 — [Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic partnership with [Ateca Consulting](#), a London-based firm providing technology-agnostic and industry-centric services, solutions, and people across a broad array of professional services encompassing cyber security, analytics, digital transformation, and bespoke recruitment solutions.

Ateca brings with them an innovative approach to consulting, infrastructure solutions and strategic planning by providing clients access to C-level executives and advisors who are pioneers and industry experts across multiple verticals that can help transform businesses of any size and provide support and visibility in their transformation journey regardless of their current stage or complexity.

Ateca has a multi-disciplinary team of trusted associates and implementation partners that complement their expertise and provide the necessary flexibility to solve the challenges faced by their clients and the scalability to meet their growing demands. Ateca is also a reseller for numerous leading hardware and software vendors and can ensure a full Turnkey Solution Delivery in a flexible, cost-efficient, and timely manner.

This agreement aims to facilitate and further strengthen businesses across the Middle East and North Africa region. As part of the agreement, Seed Group will help serve Ateca Consulting in expanding in the UAE and the wider MENA region. This will result in Ateca having a stronger presence in the region and provide networking opportunities not only for Ateca but for the businesses they partner with.

"There has been a drastic growth in the MENA business market in recent times," said Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum. "People want to make a difference, and they look for assistance. It is with pleasure that we partner with Ateca Consulting in order to provide gainful resources to said companies. At a time when businesses across the Middle East are transforming digitally, Ateca Consulting will accelerate their progress by assisting them with access to leading consultants and industry experts globally."

"With the help of Ateca Consulting, this region will be provided with some of the leading business professionals in the industry," he added.

Ateca Consulting provides management consulting experts who deliver bespoke transformation solutions and staff augmentation across multiple fields like telecommunications, technology, start-ups, SMEs, finance, and oil & gas. Their professional services revolve around five pillars: Cyber Security, Big Data & Analytics, Digital Transformation, IT Infrastructure, and Recruitment solutions.

Steve Slater, CEO of Ateca Consulting, said, "Our partnership with the Seed Group is a significant step towards our goal of expanding into new regions and sectors of the business world. Our strategic collaboration will help clients in accelerating their digital journey, enabling them to achieve their strategic goals and drive exponential and sustainable growth."

"We are thrilled to be partnering with Seed Group as a first step towards a mutually beneficial endeavor aimed at disrupting the market, and challenging the status quo in the Middle East and other regions," he added.

Ateca Consulting's partnership with Seed Group will give it access to one of the fastest growing economies and more opportunities to network with potential clients based out of the Middle East,

Africa, and Asia regions. This substantial partnership will revolutionise the industry and the MENA market.

The Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 16 years, it has formed successful 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.

About Ateca Consulting

Ateca Consulting is a hyper-growth business led by dynamic entrepreneurs, established in 2012 in the United Kingdom and designed to operate globally. Our core team is a combination of senior executives from top-tier management consulting firms and CIO/CTOs from leading organisations, supported by our global talent pool of trusted Associates. Established as an innovative consulting firm, Ateca is an agile organisation that leverages a lightweight, optimised, and flexible operating model that enables it to quickly scale-up to the most demanding challenges whilst being competitive on price. Drawing on an impressive track record of successful project delivery, the Ateca Consulting team has developed into diversified consulting practices that include Cyber Security, Big Data & Analytics, Managed Services, IT Infrastructure, and Recruitment Solutions. Visit www.atecaconsulting.com and schedule a meeting to discuss how we can help.



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