

Under the patronage of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum,

Dubai-based Seed Group announces major global expansion plans to strengthen UAE's standing as tech, business hub

The Group seeks to establish its presence in more than 15 international markets by offering strategic counsel and investing in the capabilities of game-changing tech organisations globally



Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum

Dubai, United Arab Emirates—24 February 2022—Dubai-based [Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has announced its plan to expand across global markets with the aim of strengthening the United Arab Emirates's (UAE) standing as a technology and business hub. The company seeks to establish its strong presence with its own local representatives in more than 15 international markets across continents. Through this initiative, it aims to attract cutting-edge talent, promote disruptive solutions, facilitate knowledge transfer, forge global partnerships and offer strategic counsel.

Opening up new avenues for companies wanting to operate and/or expand into the high potential market of the UAE and the wider region, the Seed Group's new expansion plan is designed to help organisations from various countries benefit from the visionary leadership of the emirate's royal family and experience unparalleled growth while adding to the technological prowess of the regional and global business landscape. In alignment with the objectives of the UAE Centennial 2071, the expansion is expected to nurture a future-focused country.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "The COVID-19 pandemic highlights the need to have more empowered, high-tech and innovation-led economies in the world. It also gave rise to a number of tech start-ups resultantly. We, at the Seed Group, are facilitating the vision of the UAE and Dubai to become an innovation hub by supporting tech start-ups from around the world to realise their full potential in their home country or in the UAE."

"Our ongoing expansion plan has been carefully crafted to not only establish a strong presence across the world but also to extend support to cutting-edge tech business ideas by helping them to expand their business around the world. This step is a way of sharing with the world the unmatched business insights, knowledge, and expertise that Dubai has to offer. We are expecting to see high-impact results from this step," he added.

Under its ongoing expansion strategy, the Seed Group has already held high-level talks with several officials, including General Trade Commissioners, Commissioner Generals, and embassy representatives from several countries. The Group is currently an official member of various business associations in the UAE, including the German Emirati Joint Council for Industry and Commerce (AHK), British Business Group Dubai and the Northern Emirates, and AmCham Dubai (American Business Council of Dubai and the Northern Emirates or ABC Dubai).

So far, the Group has established its offices with its local representatives across the world in countries such as Italy, Spain, Thailand, the United Kingdom (UK), Singapore, Australia, and the US. The countries that will soon have an established Seed Group office include Brazil, Canada, Russia, and Germany.

"Our global expansion is an ongoing process, and we will keep adding new markets to our portfolio. We are always in search of the best business opportunities, top talent, and disrupting ideas that can contribute to our success in the post-pandemic era. This is also our gesture to give back to society by helping promising businesses and start-ups scale and reach their full potential," Mr. Gurg said.

"We are very confident of getting the best results out of it. Despite the Covid-19 pandemic, we have grown at an exponential pace in the past few months, and we strive to create a very positive business ecosystem around the world," he added.

The international expansion of the Seed Group is seeded in the overarching aim of helping technology-focused organisations from around the world make greater strides by empowering them with the impactful guidance and business proficiency that the emirate is known for. With an intricate understanding of the global tech environment, the business culture, and the growth prospects, the Seed Group is equipped with the right knowledge and expertise to advise businesses on how to flourish in the local and regional business environment.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. During the pandemic that saw the



shutting down of businesses across the world, the Group managed to grow and scale up the ladder of success by teaming up with tech start-ups from around the world in pursuit of an innovation-driven and sustainable future. Over the past more than 16 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate their sustainable market entry and cement their presence within the burgeoning Middle East markets.

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