

## **Seed Group Joins Forces with Finland's Tramigo to Bring IoT Tracking and Connectivity for Fleet Management to the MENA Region**

**Dubai, United Arab Emirates and Espoo, Finland—29 March 2022**—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum of the Dubai Royal Family, announces a new strategic partnership with [Tramigo](#), a pioneer in vehicle tracking, connectivity, and fleet management tech, to bring the Finnish firm's digital capabilities to the UAE.

Tramigo's smooth and successful expansion into the Middle East and North Africa region will be ensured by Seed Group's strong base of contacts and connections in the Middle East and North Africa region.

Founded in 2002, Tramigo has a proven track record of leveraging the many benefits of cutting-edge technology by creating innovative products for the logistics sector, essentially becoming a market leader in vehicle tracking, connectivity, and fleet management.

Designed to cover all the critical dimensions that vehicle fleet owners need, Tramigo's vehicle tracking and fleet management solutions range from tracking devices to multi-network connectivity for cross-border communications, and customizable applications. Each solution dimension is designed to work seamlessly together in order to deliver critical reliability and outstanding performance.

"The UAE and the wider GCC region have a strong appetite for innovative products and solutions that cater to everyday challenges," Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said. "Tramigo offers such unique and necessary products and solutions that I suspect will do wonders for the region's logistics sector. I anticipate huge growth potential for Tramigo and Seed Group is very excited to start this journey with them."

"With an unrivaled dept of experience and knowledge in digitizing fleet management and innovating tracking, Tramigo offers a wide range of products and solutions that, I think, will be a great addition to the region's logistics sector," said Arto Tiitinen, CEO of Tramigo. "We are looking forward to our partnership with the Seed Group and to expanding in the Middle East as this is a market we have always been excited about operating in."

Tramigo is headquartered in Finland, and it also operates through subsidiaries in Asia, Europe, and Latin America.

The Seed Group is renowned for its diverse portfolio of operations in a wide range of industries across the MENA region. It has formed several strategic partnerships with leading companies over the past 16 years, bringing their unique offerings to the region, helping them expand and enhance their presence in the market.

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### **About Tramigo**

Tramigo is an IoT tracking and connectivity pioneer with a global presence since 2002. The Group headquarters are in Finland, but Tramigo operates globally with sales, support, and operational staff on all continents, providing complete life-time support for its end-customers and authorised resellers. Tramigo develops and offers complete, easy-to-use solutions for mission critical fleet management, vehicle security, and valuable asset tracking, as well as push-to-talk solutions. Our technology is in-house developed over two decades and includes hardware, firmware, software, and accessories of choice. All solutions come with truly global multi-network IoT connectivity, covering 700+ networks in 200+ countries, ensuring the best possible coverage. The solutions are highly customizable and have several industry unique features to ensure both a broad spectrum of use cases as well as high customer satisfaction and, ultimately, peace of mind. For more information, visit [www.tramigo.com](http://www.tramigo.com).

### **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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