

Beaconsmind® to Cement its Position in the Region with a MENA Headquarters in Dubai Hills



Dubai, United Arab Emirates—20 September 2022—Seed Group, Dubai, United Arab Emirates—20 September 2022—A strategic partner of the [Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, the Swiss company [beaconsmind](#), inaugurated its physical office in Dubai Hills on Thursday, 15 September 2022.

The inaugural ceremony was attended by senior management team members from the Seed Group and beaconsmind at the new office of the latter in Dubai Hills. The new physical presence comes as a testament to the fact that beaconsmind is bullish on its growth and optimistic about the future of the company in the MENA region.

Since its collaboration with Seed Group, beaconsmind has been able to expand its presence, reach out to the right clients, and gain recognition across the retail industry in the region. The inauguration marks a milestone in the company’s business journey in the MENA region, with Dubai as its operational epicentre.

With the new headquarters, the company, which works in [location-based marketing software](#) and solutions for retail chains, has expanded its presence to be more accessible to its fast-growing client base in the UAE and the wider region.

As a leading player in the industry of location-based marketing technology, the Switzerland-based beaconsmind allows retailers to close the gaps between online and offline shopping.

After its [strategic partnership with Seed Group](#) last year, beaconsmind has been exploring avenues in the Middle East, signing up with new clients, and benefiting from the soaring demand for its products and services in the region.

Max Weiland, CEO of beaconsmind, said, "The inauguration of our Dubai office marks an important milestone for us. It is the beginning of our long-term relationship with our UAE-based and Middle Eastern clients. By bringing the best location-based marketing solutions to the region, we seek to help companies in the region go beyond the traditional and leverage the latest marketing methods with us to grow their business to new heights."

"With Seed Group as our strategic partner, we look forward to a fruitful time with an established presence in Dubai Hills," he added.

Founded in Zurich in 2015, beaconsmind has been transforming the shopping experience for customers in physical stores while facilitating global retailers to run successful marketing campaigns ever since.

Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "On behalf of the Seed Group, we would like to congratulate beaconsmind for being able to establish a physical presence in the region with a headquarter in Dubai. This will make it possible for their clients to access products and services, and from a broader view, this is a step towards changing the way people shop both online and offline. We look forward to seeing beaconsmind reach new heights and chase bigger goals."

The beaconsmind solution makes it possible for retailers to interact in real-time with local, personalised messages, offers, and other interactions based on their customers' profiles, purchase history, and location within their stores.

The company offers beaconsmind Suite Software, coupled with Bluetooth Beacons that are installed at the point-of-sale of retailers. By fitting stores with Beacons that precisely locate and identify customers, and by integrating its software suite, the company lets retailers seamlessly interact with their customers and transform the overall shopping experience.

About beaconsmind

Founded in 2015 in Switzerland, beaconsmind is a pioneer in the field of location-based marketing (LBM) software for retail chains. beaconsmind helps retailers run successful location-based marketing campaigns. By fitting stores with bluetooth beacons that precisely locate and identify customers, and by integrating its Software Suite, beaconsmind opens a brand-new channel for retailers to interact with their customers, fundamentally transforming the shopping experience. Thanks to its solution, retailers can converge digital and physical shopping and address the convenience gaps of each. For more information, please visit www.beaconsmind.com.

Media Contact

Max Weiland
+41 44 380 73 73
maxweiland@beaconsmind.com

Nicolas Merigeau
NewCap / Media Relations
nmerigeau@newcap.fr

Louis-Victor Delouvrier
NewCap / Investor Relations
ldelouvrier@newcap.fr