

## Seed Group Joins Forces with UAE’s Drone Manufacturer Microavia



**Dubai, United Arab Emirates—5 October 2022—**[Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has joined hands with the UAE’s first and only drone manufacturing company, [Microavia](#). With headquarters in Dubai and an international team of over 50 employees, Microavia is currently offering innovative drone solutions to companies across industries.

Helping businesses explore the emerging market of commercial-grade drone solutions, Microavia is looking to expand its reach and impact in the Middle East by teaming up with Seed Group. Over the past few years, Microavia has worked to widen its ecosystem of partners and sales channels in Southeast Asia, the Middle East, and Latin America by offering global-grade technical expertise, sales and marketing support, and training in drone technology and unmanned aerial vehicles (UAVs).

Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, “Drones are a breakthrough innovation. From image mapping to drone photography, these devices are shaping the future of business in many ways. We are glad to be onboarding Microavia as our new strategic partner and to be bringing a host of new drone

solutions to the UAE and beyond. This association will help the Middle East businesses benefit from the expertise of Microavia in this niche field.”

Microavia designs and engineers end-to-end autonomous UAV systems that empower industries to act smarter. The company produces drone technology for industrial use, ranging from a single drone controller to fully robotic drone operations.

Its main services include drones and accessories, wherein Microavia designs and manufactures configurable industrial-grade aerial vehicles and accessories; drone software that allows one to schedule flight missions and manage flight data with a dedicated traffic management software platform; and consulting and training where businesses can implement low-risk, high-reward drone programs at a larger scale with proven ROI and strict KPIs defined by experts.

With the new partnership with Seed Group, the company seeks to reach out to a wider set of industries and clients across the MENA region.

Microavia will exhibit at the 42nd edition of GITEX Dubai, the year's largest expo and conference tech event, which will take place from October 10 to 14, 2022, at the Dubai World Trade Centre, and will showcase its ecosystem of solutions and products for autonomous flying.

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### **About Microavia**

Microavia designs and engineers aerial robotic platforms, inflight electronics, and flight management software. The company is headquartered in the UAE and has fully localised its manufacturing cycle for hardware and software components. The company employs over 50 leading experts in robotics, circuitry and electronic design, avionics, optics, machine learning, and mechanical engineering. The product portfolio includes drone-in-a-box, multicopter platforms for autonomous use, as well as payloads, advanced fleet management software and positioning systems. The company serves the global demand of such industries as oil & gas, construction & development, area monitoring, environment protection, mining, defence and law enforcement. With its open architecture and versatility by design, Microavia provides a choice of standard and bespoke configurations for partners and customers alike. For more information, visit [www.microavia.com](http://www.microavia.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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