

Seed Group Welcomes Belgium-Based Virtual Production Company PrismaX as a New Strategic Partner



Dubai, United Arab Emirates and Mechelen, Belgium—25 October 2022—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has joined hands with [PrismaX](#), a Belgium-based virtual production company, to elevate the events landscape in the UAE and the Middle East.

As part of the partnership, Seed Group will help PrismaX explore the market and expand its operations in the Emirates and the wider Middle East; reach the right audience; access top decision-makers in the government as well as private sectors; and contribute to adding the latest technological innovations and offers to the evolving events market in the region.

The events market in the Middle East and Africa is expected to grow from 53.63 billion USD in 2022 to 76.67 billion USD by 2028. [As per reports](#), it is estimated to grow at a CAGR of 6.1% from 2021 to 2028. With the advent of virtual events, planners have expanded their reach and scaled their events to a larger audience. As this industry advances, lucrative opportunities are expected to arise for the growth of the events market during the forecast period.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, “We are glad to announce our association with PrismaX. Events are a huge part of our lives in the UAE and the Middle East. PrismaX, with its expertise in virtual production, is capable of bringing the latest technologies in the global event industry to the region. We look forward to a fruitful association with them.”

The company works to create immersive virtual and live events across the world and seeks to bring world-class technology and expertise to the region, given the scope and opportunities the events industry in the region offers. PrismaX has created the artist intros and show visuals for Dubai Expo’s Infinite Nights concerts along with other international events like Tomorrowland Winter 2022, Bob Moses Tour Visuals 2022, and Vogue Arabia’s launch event in Qatar.

The Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 20 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate sustainable market entry and presence within the Gulf Cooperation Council countries.

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About PrismaX

PrismaX is a virtual production company based in Mechelen, Belgium. Over the years, they have established themselves as the “go to” for virtual experiences, live events, virtual set design, and digital arts for brands, artists, show creators, production companies, and more. PrismaX’s close-knit team of developers and creatives brings together passion, technical expertise, and the creative talent to build exciting experiences for all kinds of audiences. For more information, visit www.prismax.be.

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.

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