

Seed Group Adds Lasting Dynamics as a Strategic Partner to Help Entrepreneurs Strengthen their Digital Foundations



From left to right: Michele Vittorio Cimmino, CEO of Lasting Dynamics; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum; and Umut Sonmez, Chief Business Development Officer of Lasting Dynamics.

Dubai, United Arab Emirates—13 December 2022—[Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has onboarded Italy-based [Lasting Dynamics](#) as its new tech partner. The company helps entrepreneurs develop web and mobile digital applications by offering services in software development, digital transformation, and digital quality assurance.

With Seed Group’s guidance and support, Lasting Dynamics aims to offer its world-class services to entrepreneurs in the fast-growing economies of the UAE and the wider region. The services offered include high-end software development solutions for businesses, ranging from web platforms, mobile apps, and integrated systems to neuroscience, CRM, e-commerce, social networks, automotive, IoT, AI, blockchain, web 3.0, NFT, metaverse, and more.

With the new partnership with Seed Group, Lasting Dynamics seeks to reach out to a wider set of industries and clients across the Middle East.

Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, “Having a strong digital foundation is imperative for all businesses in today’s

world, regardless of their operating industry. Entrepreneurs of all kinds need to carefully choose their partners when it comes to developing, monitoring, and utilizing software and digital services. The expertise and experience of Lasting Dynamics have the potential to benefit businesses in the UAE and the Middle East. We look forward to this partnership and are excited about the high-end, cutting-edge services it will bring to the region.”

Talking about the partnership, Michele Cimmino, CEO and full stack engineer at Lasting Dynamics, said, "We are honoured and pleased to become the tech partner of the Royal Family. We will work hard to push the boundaries of modern technology, identify new revenue models, and help drive agile and digital transformation all around the region."

Lasting Dynamics was founded as an individual firm in 2013 and was formally registered as an SRL in Italy in 2015. The company defines itself as a quality software development house where companies find business opportunities and intricate and lasting solutions with the aim of helping entrepreneurs strengthen their digital foundations for a successful life in today's dynamic world.

###

About Lasting Dynamics

Lasting Dynamics is a top-rated, award-winning software house, currently 1st in Italy and in the top 10 in Europe, that develops quality software and agile solutions in the digital transformation, web, and mobile industries.

Lasting Dynamics has more than 10 years of experience and works with companies in the UAE, USA, Switzerland, Norway, Denmark, Singapore, and Hong Kong in a wide range of verticals and technologies such as neuroscience, fintech, construction, e-commerce, web3, AI, and VR/AR. Our focus has always been on high-quality service, going the extra mile, and long-lasting relationships, which is why we have only a few customers and long-term commitments with all of them. For more information, visit www.lastingdynamics.com.

About Seed Group

For over 20 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.



Lasting Dynamics Media Contact

Umut Sonmez
+90 535 606 66 97
umut.sonmez@lastingdynamics.com

Seed Group Media Contact

Nomarie Jean Lacsamana
jean@seedgroup.com
+971 4 373 5068