

Seed Group teams up with California-based ENACT to further sustainability efforts in the UAE and the region



Dubai, United Arab Emirates; California, United States of America—28 February 2023—[Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has teamed up with San Francisco-based [ENACT Systems Inc.](#) to empower the business ecosystem in the UAE and the region to further their march towards sustainability. As a leader in cloud-based solar software for the solar industry, ENACT’s software platform transforms how solar and energy storage projects are designed, deployed, and managed, with thousands of users in 20+ countries.

The association will seek to help and guide ENACT to bring its solutions to the UAE and the region, which is striving towards a sustainable future with various strategies and aims in place. ENACT is headquartered in Pleasanton, CA, with additional offices in the US and India, and is now planning on bringing its business to the UAE as a startup partner of Seed Group.

The company strives to transform the end customer’s purchase and ownership experience of renewable energy solutions like solar and energy storage by leveraging data and automation to build trust and improve services. ENACT provides an intelligent digital platform that enables the development and management of solar and energy storage projects to be easy, transparent, and affordable.

Through this partnership, Seed Group will facilitate ENACT’s growth with guidance on how to reach the right audience, access top decision-makers in the government as well as the private sector, and contribute to adding the latest technological innovations in the region.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "Sustainability is one of the most important values being chased by businesses around the world. As is known, the UAE aims to reach net zero carbon emissions by 2050 and has announced it will

invest \$163 billion in clean and renewable energy and key technologies. It is also notable that the UAE will host the COP28 United Nations Climate Change Conference in November 2023. In this context, ENACT's foray into this market makes perfect sense. We look forward to how this partnership shapes up and how it contributes to strengthening the region's march toward sustainability."

Deep Chakraborty, CEO of ENACT, said, "We are excited to partner with the SEED group on our mission to accelerate clean energy for the planet. We have already had a successful launch in the UAE and Middle-East market a few years ago and are now looking to expand to the next level in the region, supporting corporations and their employees on their energy transition."

As an organization, ENACT's passion lies in cleaning up the environment in every market it serves and contributing to a more sustainable planet with a reduced carbon footprint. It offers data-driven tools and analytics that help clients make informed decisions regarding their clean energy projects.

With a focus on accelerating clean energy, ENACT's software platform is transforming how solar and energy storage projects are designed, deployed, and managed, with thousands of users. The platform enables sales teams to design, price, and sell remotely, finalize contracts, and track project execution. Through this, end customers can also leverage ENACT's platform to manage their solar and energy storage transition and track financial outcomes.

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 ENACT

ENACT Systems provides the leading end-to-end software platform for solar and energy storage projects: design, pricing, installation management and asset management on a single cloud platform. ENACT's SAAS Platform is transforming how distributed energy resources are deployed and managed, with thousands of users in 20+ countries, headquartered in Pleasanton, CA, USA. For more information, visit www.enact-systems.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.



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