

Seed Group onboards Sokin as strategic partner to empower global payments in UAE and Middle East



From left to right: Vroon Modgill, CEO and Founder of Sokin; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum

Dubai, UAE; London, UK—12 September 2023—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has joined hands with the financial service provider Sokin with an aim of empowering the global payment industry in the UAE and the Middle East.

Sokin, with its secure online platform, allows businesses to remit, hold, and exchange over 100 currencies, powered by its global banking infrastructure and access to wholesale exchange rates, helping clients reduce remittance costs and increase transaction speed. The association seeks to help Sokin offer its services to businesses by helping it reach the right audience, access top decision-makers in the government as well as private sectors, and contribute to strengthening the technological innovation landscape in Dubai.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, “We are happy to announce our association with Sokin. As a country with companies trading across the world, global payments are an important part of Dubai’s and the UAE’s economy. Sokin’s platform holds the promise of making services in this sector more seamless and secure. We see great potential for Sokin here to flourish and prosper with just the right expertise that Seed Group can offer. We look forward to an empowering association.”

Vroon Modgill, CEO and Founder of Sokin, said, "We've built a global payments network that delivers on the Sokin promise—to reduce the barriers for businesses to move money around the world at ease and with speed. Our global payment and savings products provide a compelling offering to the Middle Eastern market, easing their global trade, and we're already seeing great takeup. We're excited to announce our association with the Seed Group, which will no doubt bolster our position in the region.

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 Sokin

Sokin is a UK based fintech providing a global payments platform that supercharges business payments with access to wholesale FX rates, empowering businesses to remit, hold and exchange over 100 currencies, reducing transaction fees and increasing speed. For more information, visit www.sokin.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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