

Seed Group joins forces with Globaleur to offer AI-driven travel digital solutions to travellers in the UAE and Middle East



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

Dubai, United Arab Emirates; Santa Clara, CA—17 October 2023—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has announced its strategic partnership with California-based Globaleur, a provider of AI-driven travel digital solutions.

Founded The partnership between [Seed Group](#) and [Globaleur](#) will enable the development and implementation of innovative solutions to transform the travel industry in the UAE and the Middle East. With the increasing demand for personalised travel experiences, Globaleur's AI-powered technology will help empower people to book their trips easily.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, commented on the partnership, saying, “We are excited to partner with Globaleur to introduce their innovative AI-driven travel solutions to the region. The travel industry is evolving rapidly, and technology is crucial in transforming the customer experience. With the help of AI, travel companies can provide customised and unique travel experiences for their customers. We believe our partnership with Globaleur will help drive innovation in the industry and provide travellers with enhanced travel experiences in the UAE and beyond.”

Globaleur's end-to-end travel solutions powered by Artificial Intelligence will enable customers to receive personalised recommendations based on their preferences, making the travel planning process more efficient and effective. The company's AI-driven technology can also analyse data from multiple sources to provide real-time recommendations, helping travellers make informed decisions about their trips.

David Lee, CEO of Globaleur, said, "We are deeply honoured to have forged a partnership with Seed Group. Dubai not only stands as a flourishing hub for global tourism but also exhibits a remarkable enthusiasm for embracing cutting-edge technology. In this dynamic environment, we recognise abundant market opportunities and aspire to expand our presence within the UAE and beyond by collaborating with Seed Group. As we embark on this exciting journey, our partnership is off to a promising start, marked by a remarkable influx of high-quality leads and enthusiastic market engagement from the very outset. These early indicators inspire confidence in our collaboration and foreshadow a successful venture ahead."

With the increasing demand for personalised travel experiences, Seed Group and Globaleur's strategic partnership is set to transform the travel industry in the UAE and the Middle East, making it more efficient, effective, and personalised for customers. The strategic partnership will allow Globaleur to bring its innovative solutions to UAE and Middle East travellers while enabling the startup to meet its expansion goals with guidance from Seed Group on how to reach the right audience, access top decision-makers in the government as well as private sectors, and contribute to making cancer-related treatment more robust and effective.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscape 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 Globaleur

Globaleur is a front-runner in delivering AI-powered digital transformation solutions to global leaders in travel, supplying its cutting-edge technology to airlines, hotel chains, online travel agencies, travel management companies, and government-operated tourism boards. Globaleur focuses extensively on enhancing personalised travel experiences with end-to-end itineraries, dynamic travel content recommendations and bundling, and comprehensive end-user analytics for delivering customer insights and improving key business metrics. For more information, visit www.globaleur.com.

About Seed Group

Over the past 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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