

Seed Group embarks on a new chapter with California-based interactive agency Emblaze ONE Inc. as strategic partner



From left to right: Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum; Jas Mathur, CEO and Founder of Emblaze ONE Inc.

Dubai, UAE; California, USA; January 23, 2024—In a significant move towards advancing Dubai’s position as a global hub for innovation and creative technology, Seed Group, a company of the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum, has announced the onboarding of California-based Emblaze ONE Inc. as its new strategic partner.

Emblaze ONE Inc., a global interactive and web development agency, has carved a niche for itself by consistently delivering cutting-edge digital experiences marked by affordability, simplicity, and longevity. With a dynamic team of multi-disciplinary experts, Emblaze ONE Inc. brings a wealth of creativity and innovation to every project.

Hisham Al Gurg, CEO of Seed Group, expressed his enthusiasm about the strategic partnership, saying, "At Seed Group, our commitment is to strengthen Dubai’s economy and make the UAE a global hub for innovation and creative technology. Emblaze ONE’s track record of delivering unparalleled digital experiences aligns seamlessly with our vision. This partnership signifies our dedication to fostering a culture of innovation and growth in the region."

Jas Mathur, CEO and Founder of Emblaze ONE Inc., said, “With the aim of building ideas into reality and helping create a life you don’t need a vacation from, we are glad to be bringing our innovative solutions to the thriving MENA region, with a base in Dubai. The strategic partnership with Seed Group is an important milestone in our expansion journey, one that will open endless avenues of growth for our brand. We look forward to an enriching experience.”

Emblaze ONE Inc. stands out for its experienced team of founders and operators, boasting a portfolio of successful companies and millions of dollars in enterprise value. Their expertise spans ideation and fundraising, design and development, as well as operations and innovations.

The collaboration aims to leverage Seed Group’s extensive business development and expansion expertise and deep understanding of the regional economic landscape to propel Emblaze ONE Inc. to new heights in the UAE and beyond. Seed Group’s knowledge of the market and commitment to providing a platform for innovative companies align perfectly with Emblaze ONE’s mission to create digital solutions that resonate with diverse audiences.

Emblaze ONE Inc.’s ideation and fundraising, design and development, and operations and innovations will find a strong support system in Seed Group’s strategic guidance, enabling Emblaze ONE Inc. to scale its operations, maintain operational excellence, and continue delivering impactful solutions. Through this partnership, Seed Group aims to provide Emblaze ONE Inc. with the tools and networks needed to thrive in the competitive landscape of digital solutions.

Seed Group, with a robust presence in technology, healthcare, hospitality, and telecommunications over the past 20 years, has established itself as a prominent force in the Middle East. The company’s history is marked by successful partnerships with leading global entities, accelerating sustainable market entry and presence within the region.

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About Emblaze ONE Inc.

Emblaze ONE redefines digital marketing by infusing unmatched creativity with cutting-edge analytics and attribution. Our mission is to empower businesses with strategies that not only help grow brands across a wide range of industries but also bolster revenues. We believe in leaving weak and under-researched marketing strategies behind and instead crafting innovative, industry-leading tactics that are custom-tailored to meet each business’s unique needs. For more information, visit www.emblazeone.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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