

Seed Group forges alliance with Almageve to pave the way for digital breakthroughs in the MENA region



From left to right: Paolo Spiga - Global Sales Technology & BD Consultant of Almageve; Paolo Paravento, Chief Sales and Revenue Officer of Almageve; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum; Franco Martino - International BD Manager of Almageve

Dubai, UAE; Rome, Italy—26 March 2024—[Seed Group](#), a firm under The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum, joins forces with Almageve, an Italian pioneer in artificial intelligence (AI) and natural language analysis. This mutually beneficial collaboration represents a big step forward in the development of AI-powered solutions in Dubai and the broader MENA region.

Established in 2006, [Almageve](#) is a leading authority in AI research and development that provides proprietary technologies and comprehensive data services applied to the world of big data to help businesses and governments evolve digitally. This tech solutions firm delivers sophisticated AI applications across diverse industries, including healthcare, government, energy and utilities, finance, and tourism. From omnichannel exchange to generative AI and geographic information systems (GIS), Almageve empowers public and private enterprises to harness the potential of machine intelligence for enhanced productivity and customer experiences.

Additionally, the multinational tech solutions firm actively cultivates relationships with research institutions in order to promote university spin-offs that specialise in areas of information and data

analytics. This strong drive for continuous innovation reflects Almwave's role as a trusted partner in driving disruptive solutions across a variety of sectors.

It's interesting to note that Seed Group has a rich history of building mutually beneficial alliances with global industry giants. Meanwhile, Almwave is a multinational tech solutions company that is listed on the Euronext Growth Milan and a member of the esteemed Almviva Group. Their respective reputations demonstrate their collaborative ability to conceptualise, develop, and integrate digital innovations in Dubai and the UAE.

Hisham Al Gurg, CEO of Seed Group, conveyed his enthusiasm about the collaboration. He stated, "We are optimistic about the promising results of our partnership with Almwave. With their wealth of expertise in artificial intelligence and natural language analysis, it is only a matter of time until we see the creation of technological breakthroughs in the region. With Almwave's state-of-the-art solutions and all-encompassing big data-driven services, we are confident that a future where private corporations and government institutions can seamlessly traverse the complex digital world is feasible."

Paolo Paravento, the Chief Sales and Revenue Officer at Almwave, brims with enthusiasm for this endeavour, expressing, "Almwave has set its sights on expanding into the international market. With our established presence in America, Europe, and Africa, Dubai emerges as the prime hub for the Gulf region and the MENA market. Consequently, we sought a partner who could provide us with invaluable market insights, great consultative skills, and big vision. Having assessed the capabilities, relationships, and experience of Seed Group, we are filled with optimism for a successful future and a lasting partnership."

Almwave's library of awards and certifications reflects its resolute drive to promote and facilitate excellent standards. It has even been proudly mentioned in over 80 reports from some of the main multinational IT analysts, such as Gartner, Frost & Sullivan, Forrester, and Opus Research. This proves Almwave's recognition in the information technology field.

The Italian-based firm has established a significant and growing presence in the European Union (EU), Latin America, and Africa. Its recent expansion into Dubai signals a promising outlook for business growth and the chance to build a talented team in the Gulf Area. As Seed Group and Almwave join forces, they stand ready to spearhead sophisticated and disruptive digital transformations.

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About Almwave

Since its establishment in 2006, Almwave has been a leader in the artificial intelligence industry, offering cutting-edge technologies and services that drive digital transformation across various sectors, with over 400 clients worldwide in industries like government, finance, energy and utilities, tourism, and healthcare. Almwave is supported by a dedicated team of over 400 professionals. The company operates specialised AI labs to develop innovative technology and solutions tailored to different market segments. In 2021, Almwave was successfully listed on the Italian Stock Exchange after years of continuous expansion and international growth. Through strategic acquisitions of companies like SisTer, The Data Appeal Company, and Mabrian Technologies, Almwave reinforces its commitment to innovation and aligns with shared strategic goals. For more information, visit www.almwave.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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