

Seed Group onboards urban digital innovator Citix to drive SmartCity and AdTech solutions in the UAE



From left to right: Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum; Stefan Kasatkin, CEO of Citix MENA Region

Dubai, UAE; [Almaty, Kazakhstan]—[16 July 2024]—[Seed Group](#), a company of The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum, has entered into a strategic collaboration with Citix, a technology firm specialising in Smart City and AdTech. This official partnership is projected to drive urban digital breakthroughs and improve the safety, convenience, and efficiency of metropolitan living in the UAE.

Established [Citix](#) is a Kazakhstani technology company that created the world's first smart street gadgets — smartboards. They digitise metropolises by transforming them into modern digital spaces and comprehensively solving urban environment issues, ultimately making them more comfortable and secure. Initially successful in their home country, Citix has expanded its operations to Türkiye and the larger MENA region. The company is presently focused on developing a global network of technologies and services tailored for modern megacities.

Meanwhile, Seed Group is a Dubai-based company with a strong history of forging strategic partnerships with innovative firms from around the globe. By facilitating smooth market access for

Citix, Seed Group contributes to the UAE's overarching plan of gaining international acclaim for innovative urban solutions.

Expressing his optimism about the partnership's potential impact, Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "With the innovative capacity of CITIX to ideate and deploy smart navigation and AdTech solutions worldwide, we are positive that it will make Dubai and the UAE's urban infrastructure more efficient, eco-friendly, and cutting-edge."

Yana Shoibekova, CEO of Citix, also conveyed her enthusiasm about the recently established collaboration with Seed Group. She said, "By combining the efforts of Citix and Seed Group, we will be able to accelerate the process of product market entry in the MENA region, unlocking its full potential. Together, this will contribute to the digitalisation of urban spaces to create more comfortable and safer urban environments. Seed Group, with its focus on facilitating innovation and technological advancements, is the ideal partner to achieve our common goal of creating smart cities of the future. Together, we strive to contribute to a happier and more empowered global community."

Citix's vision is to reinvent public spaces with the help of digitising the urban environment, a goal that aligns perfectly with Seed Group's dedication to introducing innovative solutions from global companies in Dubai and the UAE. As Seed Group and Citix join forces, they stand ready to deploy smart city innovations that improve traffic safety, connectivity, and the overall quality of life in the country.

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About Citix

Citix is a Kazakhstani technology company that created the world's first smart street gadgets — smartboards. They digitise metropolises, transforming them into modern digital spaces and comprehensively solving urban environment issues, making them more comfortable and safer.

Smartboards operate on proprietary software and hardware, collecting and analyzing external data and broadcasting processed content at the right place and time using a system of smart widgets.

Citix is the market leader in DOOH in Kazakhstan and owns a network of over 100 smartboards in Almaty and Astana. Last year, the company entered the Turkish market and signed an agreement to install smartboards across Oman Oil Marketing Company gas station network in Oman. Citix became the first successful Kazakhstani export, supplying comprehensive hardware and software solutions for Digital Out-Of-Home and Smart City applications to other countries.

Currently, Citix products include road smartboards, pedestrian smartboards, mobile smartboards, and Citix Panel — a system for monitoring and managing all products online. They are recipients of Kazakhstani and international awards in technology and innovation.

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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