

Seed Group welcomes Makeabl as a strategic partner to advance video capture technology in the UAE



From left to right: Rohan Boghani, CEO of Makeabl; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum; Sherry Kotwal, Vice President of Makeabl

Dubai, UAE; Hong Kong—29 July 2024—In a strategic move to redefine the themed attraction industry in the UAE, [Seed Group](#), a company of The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum, has established a partnership with video capture technology firm, [Makeabl](#). This alliance aims to offer bespoke platforms that cater to the unique preferences of the UAE’s and the wider MENA market’s diverse audiences.

Makeabl is a company headquartered in Hong Kong that is dedicated to creating a smart ecosystem that integrates advanced technology with user-centric experiences. It utilises AI and facial recognition technologies to generate content and streamline processes. Their technology continuously engages with user behaviour and feedback to provide seamless and personalised experiences.

Over the past two decades, Seed Group has collaborated with innovative companies from all over the world to facilitate sustainable market penetration throughout the MENA region. With its ability to identify and nurture innovative businesses, Seed Group recognises the immense potential in

Makeabl's technology-driven approach. As such, this strategic partnership will help streamline Makeabl's market access, which consequently boosts its business growth in the most optimal way.

Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, expressed his delight in welcoming Makeabl into their network. Al Gurg said, "We are thrilled to partner with Makeabl in our mission to make Dubai's — and the UAE's, as a whole — events and themed attraction spaces the most digitally-empowered worldwide. Specifically, we're optimistic to see how the country will embrace Makeabl's AI-driven video capture content and facial recognition platform."

Rohan Boghani, CEO of Makeabl also shared his enthusiasm for the recently formed alliance. Boghani said, "We are extremely excited to partner with Seed Group and leverage their extensive network and reach to offer Makeabl's emerging experiential technology to the MENA region. We believe that with this partnership and our proprietary imaging AI and facial recognition technology suite designed specifically for global attractions, we can help ensure that the region remains a trendsetter on a global stage for attractions and amusement seekers."

By combining Makeabl's leading-edge content creation tools with Seed Group's expertise and resources, this partnership promises to deliver best-in-class guest experiences and drive the growth of the industry in the coming months.

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About Makeabl

Makeabl is a provider of cutting-edge premium imaging technology solutions, tailored specifically for the souvenir photography industry. With over 25,000 daily captures, the firm specialises in creating unique and personalised imaging experiences that capture and preserve cherished memories. The Hong Kong-headquartered firm's innovative capture technology and AI-generated digital offering are designed to transform special moments into instantly delivered lasting keepsakes that generate over 150,000 direct daily downloads and shares. For more information, visit www.makeabl.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.



Makeabl

Makeabl Media Contact

Priya Shah
priya.shah@makeabl.com

Seed Group Media Contact

Nomarie Jean Lacsamana
+971 4 373 5068
jean@seedgroup.com