

## Seed Group welcomes Makeabl as a strategic partner to advance video capture technology 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; Alan Sternberg, CEO of Beams Safety AI*

**Dubai, UAE; Berlin, Germany—22 October 2024—**[Seed Group](#), a company of The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum, has formed a strategic partnership with [Beams Safety AI](#), a leading provider of AI-driven safety risk management solutions headquartered in Germany. This collaboration aims to revolutionise safety reporting and risk management for regulated industries throughout the MENA region.

Beams has offices in Berlin, London, and Barcelona and provides leading-edge AI-based solutions to streamline identifying, reporting, and mitigating any signs of risks. With leading international aviation operators as its clients, Beams has been recognised by IATA and the Flight Safety Foundation as the pioneer in AI capabilities in managing risks and enhancing aviation safety. The company aims to tap into the MENA region’s world-class aviation sector and establish itself as a global leader in AI-driven safety risk management through its partnership with Seed Group.

Expressing confidence in the recently forged alliance, Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, stated, “Beams’ AI safety intelligence analyses millions of operational data points to enable faster, more accurate decision-making for businesses,

ultimately optimising operational efficiency. With their commitment to innovation, we are eager to support their vision and help them develop their business offerings in this thriving and rapidly growing market. Their tireless dedication to delivering cutting-edge, AI-driven, industry-specific solutions uniquely positions the company to make a huge impact on the UAE and the broader MENA region.”

“Increasing safety standards in aviation requires a proactive response from the industry and regulators. Staying ahead of the curve is essential to developing and deploying AI technologies that enable efficient, real-time, and predictive risk management. Beams’ decision to expand its operations in Dubai is a testament to the UAE’s commitment to strengthening national aviation safety and creating a future-proof environment for safety teams in the MENA region,” said Alan Sternberg, CEO of Beams Safety AI. He concluded, “Our partnership with Seed Group is a pivotal step in realising this vision. Together, we are committed to making meaningful progress in elevating safety standards on a global scale.”

With extensive expertise in facilitating market entry for innovative companies, Seed Group recognises the significant potential in Beams Safety AI’s tech-driven innovations. This partnership will bring transformative change to the aviation sector and other highly regulated industries in Dubai and the MENA region in the coming months.

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### **About Beams Safety AI**

Beams Safety AI is a cutting-edge insights and artificial intelligence company that helps companies and governments automatically identify, assess, and monitor risks and hazards in critical business environments. The company’s insight platform processes and analyzes millions of operational reports at scale, employing AI and software to enable faster, more accurate decision-making at both the strategic and operational levels. Beams is incorporated in Germany. For more information, visit [www.beams.tech](http://www.beams.tech).

### **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](http://www.seedgroup.com).



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