

Seed Group forms a strategic partnership with eVISO to empower optimised AI-driven commodities trading in the MENA region



From left to right: Maurizio Liverani, eVISO Advisor; Gianfranco Soraiso, CEO of eVISO; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum; Simone Bernardi, Head of Business Unit, SmartMele; Davide Ferrero, eVISO Advisor

Dubai, UAE; Saluzzo, Italy—29 October 2024— In a strategic move to streamline raw materials trading in the MENA region, Seed Group, a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has formed an alliance with [eVISO S.p.A.](#), an Italian firm specialising in technology-driven commodities. This partnership will facilitate eVISO's market entry and scale its artificial intelligence-powered trading platform, SmartMele, across the MENA market.

eVISO, a leading COMMOD-TECH company listed on Euronext Growth Milan, operates a proprietary AI platform that optimises commodity trading, including electricity, gas, and fresh produce such as apples. The firm's SmartMele platform is an algorithmic efficiency engine specifically designed for the long-term management of apple supplies.

Notably, the company joins the 'Champions of Growth' ranks, which were granted by the German Institute for Quality and Finance. Earlier this year, eVISO was listed as one of the top 1000 European firms with the fastest growth rate through the Financial Times' 'FT1000'. With an excellent European base, eVISO is strategically expanding its operations and influence in the MENA area.

Seed Group is a Dubai-headquartered corporate institution that streamlines business establishment and scaling for international firms in Dubai and the MENA region at large. Therefore, this collaboration will support eVISO's regional market expansion and valorise the assets relating to SmartMele. It will also provide the Italian firm access to the local fresh produce market, which is valued at over €400 million annually.

Recognising the strength of eVISO's market proposition, Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, expressed his enthusiasm for the recent partnership. He remarked, "We are pleased to collaborate with eVISO as they introduce their latest AI-driven SmartMele to the MENA region." Al Gurg continued, "We are positive that this alliance will bring unprecedented value and enhanced operational efficiency to buyers and traders in the fresh produce market. As the UAE advances its agritech and trade sectors, it won't be long before we witness the strong impact of SmartMele's unique value proposition in the region."

Gianfranco Sorasio, CEO of eVISO, commented on the recently forged partnership, stating, "I am extremely pleased with the agreement reached with Seed Group, which allows SmartMele to strengthen its position as one of the most important international apple trading platforms in the world. Founded in 2021, SmartMele is the only international platform dedicated to the exchange and advanced delivery of apple containers. Through this agreement, we intend to develop strategic corporate vehicles in Dubai to bolster SmartMele's resources and optimise our global trade operations. In the coming months, we will closely collaborate with Seed Group on sales and marketing activities aimed at major apple consumers, such as large-scale retail trade, traders, importers, and buyers, with the aim of capturing a valuable share of the regional market, currently estimated at over 400 million euros per year. I am convinced that SmartMele's technology, combined with Seed Group's influence and the UAE's ambitious goals to establish itself as the leading global hub for fruit and vegetables, will give us a unique competitive advantage that is challenging to replicate worldwide."

Seed Group's strategic collaboration with eVISO is envisioned to improve food security and transparency, subsequently establishing the emirate's leadership in AI-powered commodities trading.

About eVISO

eVISO is a COMMOD-TECH that has developed an artificial intelligence platform that creates value in the raw materials market, currently three: power, gas and fresh apples. In the power segment, eVISO provides power-tech services (technology and electricity) in Italy along the entire value chain: through the direct channel (B2B and B2C), to other operators in the electricity market (B2B2C), and also upstream to producers of renewable energy throughout the Italian territory. In the direct channel, eVISO serves approximately 20,000 users: small and medium enterprises (SMEs), farms, shops and restaurants in Low Voltage and Medium Voltage. In the indirect channel (B2B2C), eVISO serves over 100 competitors and almost 400,000 users throughout Italy. For more information, visit www.eviso.ai.

About Seed Group

For over 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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