

## Seed Group and adesso collaborate to streamline core business operations through leading-edge IT solutions in the UAE



*From left to right: Burak Bari, General Manager of adesso Global; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum; Mark Lohweber, CEO of adesso UAE*

**Dubai, UAE; Dortmund, Germany—10 December 2024—**In line with its mission to contribute to the digital transformation of the UAE, [Seed Group](#), a company of The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum, has established a strategic partnership with [adesso](#), one of the largest IT firms in Germany. With Seed Group’s deep regional expertise and adesso’s proven technological capabilities, this alliance will incorporate advanced IT solutions into the region’s core business operations.

adesso is among the prominent figures in Europe’s IT industry, with a vast portfolio of end-to-end services that include business consulting, software engineering, and emerging technology solutions. In 2023, the company recorded a turnover of EUR 1.14 billion (AED 4.50 billion), which is partly due to the high level of interest from customers in the financial sector. With a team of tech architects, advisors, and developers spread across over 60 locations worldwide, adesso presents its global clients with a service portfolio designed to adapt to sector-specific needs. This approach enables the delivery of productive, flexible, and scalable solutions.

Having firmly established its operations throughout Europe, India, and Saudi Arabia, adesso is taking an influential step by expanding further into the MENA market through a partnership with Seed Group.

Seed Group carries over 20 years of expertise in setting up seamless market positioning for multinational firms. Given the corporate institution's royal connection, unmatched regional insight, and high-level network, adesso is presented with unique access to the region's immense opportunities.

Acknowledging the need to stay ahead in such a rapidly changing market, Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, expressed confidence in adesso's potential. He commented, "adesso has gained an international reputation for optimising core business operations and to guarantee secure and productive cloud infrastructure for organisations. Aside from technological breakthroughs, the multinational firm's strong drive to constantly innovate its key offerings and market reflects its profound industry expertise. adesso's adaptable, sector-specific services and solutions present an exceptional opportunity to stimulate the UAE and broader MENA region's financial growth and technological advancement across industries."

"The UAE and the MENA region as a whole are among the fastest growing IT markets in the world. Our partnership with Seed Group allows us to expand our presence in the region more quickly and to tap into these markets," says Mark Lohweber, Chairman of the Executive Board and CEO, adesso SE. "We are convinced that with our expertise in software development and our in-depth industry knowledge, we can help to further develop the business location for innovative services and offer global companies the right infrastructure for setting up in the region."

The partnership between Seed Group and adesso reflects a common purpose of advancing the UAE's technology sector through specialised, state-of-the-art solutions. In the coming months, this alliance is expected to support Dubai and the UAE's overarching vision of becoming a digital economy.

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## **About adesso**

adesso is one of the leading IT service providers in the German-speaking area and focuses its consulting and software development activities on the core business processes of companies and public authorities. adesso's strategy is based on three pillars: the comprehensive industry-specific know-how of its staff, extensive expertise in technology that is independent of manufacturers, and the application of reliable methods in software implementation projects. adesso delivers the right IT solutions to increase the ability of companies and organisations to compete in the core sectors of insurance/reinsurance, banking and financial services, healthcare and life sciences, energy supply, public administration, automotive and manufacturing industry, trade, transport, media, entertainment, lottery, and sports.

adesso was founded in Dortmund in 1997 and currently employs more than 10,200 people in the adesso Group (converted to full-time equivalents/FTE), which corresponds to more than 10,900 employees in terms of headcount. adesso's shares are listed on the Prime Standard/SDAX. Key customers in the banking segment include Commerzbank, KfW, DZ Bank, Helaba, Union Investment, BayernLB and DekaBank, while in the insurance segment, they include Munich Re, Hannover Re, DEVK, DAK, Zurich Versicherung, Medizinischer Dienst der Krankenversicherung (MDK-IT) and across all sectors Mercedes-Benz, Bosch, Westdeutsche Lotterie, Swisslos, DZR Deutsches Zahnärztliches Rechenzentrum, TÜV Rheinland, REWAG, the Procurement Office of the Federal Ministry of the Interior and the Bavarian State Ministry of Justice. More information is available at [www.adesso.de](http://www.adesso.de).

### **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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