

Seed Group and Phinsys collaborate to accelerate financial and regulatory compliance operations in the UAE insurance sector



From left to right: Bachir Akhdar, Head of International Ventures of The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum; Stuart Conibear, Chief Commercial Officer of Phinsys; Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum; Richard Tyler, CEO of Phinsys; Naala Oleynikova, Senior Manager – Business Analysis of The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum

Dubai, UAE; London, UK—January 21, 2025—[Seed Group](#), a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has established a strategic relationship with [Phinsys](#), a global leader in financial and regulatory automation solutions for the insurance industry. The Group’s collaboration with the UK-based firm envisions advancing operational efficiencies, compliance, and digital transformation in the UAE’s — and broader MENA region’s — insurance industry.

Phinsys brings over a decade of proven expertise in advancing the insurance sector by automating manual procedures, lowering operational risks, and raising decision-making with precise, real-time data. Its suite of technologies, encompassing financial reporting, data analytics, and regulatory compliance solutions, is engineered to meet the complex, varied issues faced by highly regulated industries. Importantly, the company has received major awards this year, including recognition in FinTech Global’s 2024 InsurTech100 list and the ‘End-User Computing Risk Management Solution of the Year’ accolade from Insurance ERM.

Seed Group is a multinational business institution based in Dubai that facilitates the entry of global companies into the MENA region. Phinsys has already initiated operations in the UAE with an office in the Dubai International Financial Centre. With this strategic relationship, the UK-headquartered firm will amplify its regional expertise, presence, and credibility — especially among the top executives from the public and private sectors.

Hisham Al Gurg, the CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, talked about the significance of this innovative cooperation. He remarked, “Collaborating with a leading provider of finance automation solutions for the (re)insurance sector like Phinsys is a strategic step towards enhancing compliance systems. This partnership will be invaluable for technology-driven start-up insurers and niche providers in the broader MENA region. They will particularly overcome data challenges from legacy systems and advance digital finance transformation. Phinsys’ adaptable data model supports extensive reporting needs, including organisational, regulatory, and statutory requirements globally — and now, for regional clients.”

Richard Tyler, CEO of Phinsys, commented on the collaboration, saying, “We are thrilled to partner with Seed Group to bring our cutting-edge financial automation and regulatory compliance solutions to the UAE and the wider MENA region. This partnership represents a significant milestone in our journey to empower insurers with the tools they need to navigate an increasingly complex regulatory landscape and improve financial control.”

The innovative move of Seed Group to onboard Phinsys empowers local businesses in the insurance and other highly regulated industries with top-quality solutions through leading systems architecture.

###

About Phinsys

Phinsys has built a platform of intelligent finance automation tools to deliver systematic controls that optimise insurance companies’ processes around financial accounting, regulatory reporting, and analytical requirements.

Phinsys is focused on creating efficiencies for customers through our modern, robust software and service excellence, which enables an increase in automated processing and result production, combined with a reduction in operating costs and operational risk by removing duplication of effort and manual processing.

Founded in 2010, Phinsys is headquartered in London and has offices in New York, Bermuda, and Dubai. For more information, visit www.phinsys.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.

Phinsys Media Contact

Ian Jones
+44 20 3443 9799 (ext. 4002)
+44 347 973 9021 (ext. 4002)
media@phinsys.com

Seed Group Media Contact

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