

Seed Group and Ibexa unite to streamline Dubai and MENA's digital commerce and customer experience sectors



From left to right: Arwa Cherif, Head of Middle East, Spain & Latam of Ibexa; Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum; Bertrand Maugain, CEO of Ibexa

Dubai, UAE; Oslo, Norway—15 July 2025—[Seed Group](#), a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has strategically teamed up with Ibexa, a global provider of Digital Experience Platforms. This collaboration aims to empower local and regional enterprises with cutting-edge solutions that enhance customer engagement and commerce capabilities.

[Ibexa](#), established in 1999 in Oslo, Norway, develops Digital Experience Platform software, with a client base spanning Europe, the United States, and Japan. Its solutions enable companies to manage digital content, personalise client journeys, and unify e-commerce operations. The company's modular, API-first technology adapts easily to changing business demands and complex digital setups. Ibexa is part of the QNTM Group and has partnered with global entities such as Santander Bank, Dymax, Whirlpool, the City of Andorra, France's Ministry of Culture, and the French Ministry of Defense.

Seed Group brings over two decades of proven track record in facilitating market entry, strengthening public and private networks, and enhancing market positioning across the Middle East and North

Africa. For Ibexa, the strategic cooperation represents an opportunity to accelerate access to enterprise clients and expand its regional presence.

Remarking on the partnership, Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, "Ibexa's expertise in scalable, composable digital platforms echoes our mission of helping elevate the emirate's digital excellence. With the MENA e-commerce market projected to hit \$57 billion by 2026, their solutions will be instrumental in enhancing digital commerce across the region." Al Gurg also noted, "We see Ibexa as a valuable addition to our portfolio of innovative companies and are confident this alliance will further reinforce Dubai's standing as a regional digital innovation centre."

"Partnering with Seed Group is a pivotal step in Ibexa's mission to deliver differentiated, hyper-personalised digital experiences in one of the world's most dynamic and fast-growing regions," said Bertrand Maugain, CEO of Ibexa.

"Organisations in the MENA region face growing pressure to unify content, commerce, and personalisation while accelerating time-to-market. With Seed Group's deep market expertise and strong local networks combined with our local presence, we're now ideally positioned to accelerate our growth."

This strategic partnership is set to greatly impact Dubai and the wider MENA region by enabling businesses to deliver seamless digital experiences that meet evolving customer expectations.

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About Ibexa

Ibexa is a global European provider of composable Digital Experience Platform (DXP) software that empowers organisations to create unified, personalised, and commerce-enabled digital experiences. Founded in 1999 and headquartered in Oslo, Norway, Ibexa supports leading brands worldwide, including Kempinski, Whirlpool, and KitchenAid. Ibexa's modular DXP combines powerful capabilities in content management, customer data (CDP), commerce, and product information management (PIM) into a single, flexible platform. Each component delivers exceptional value on its own, and together they form a robust composable stack that enables organisations to accelerate go-to-market strategies, deliver hyper-personalised experiences, and unify marketing and operational processes - all within a unified interface designed for marketers. By embracing composability at its core, Ibexa helps brands stand out in competitive markets, adapt rapidly to changing customer expectations, and drive continuous differentiation. Learn more at www.ibexa.co.

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.

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