

Seed Group and Vortexa forge strategic partnership to deliver cutting-edge analytics for energy and freight markets in the UAE



From left to right: Fabio Kuhn, Founder and CEO of Vortexa; Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum

Dubai, UAE; London, UK—09 September 2025—In a move to accelerate the digitisation and efficiency of the regional energy and shipping sectors, Seed Group, a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic partnership with Vortexa, a global leader in real-time energy and freight market analytics. The agreement aims to establish the UAE as an international hub for advanced energy, freight, and trade optimisation, while further strengthening Vortexa's fast-growing presence across the Middle East.

[Vortexa](#), founded in London, has offices in Singapore, Houston, New York, Geneva, and Dubai. The company combines AI, satellite data, and expert validation to provide unique insights into the \$3 trillion annual market of waterborne energy trades. Their platform supports trading, analytics, and chartering teams with accurate real-time data on crude oil, LNG, LPG, and refined products. Vortexa's diverse client base spans major global energy companies, shipping firms, and financial institutions.

Seed Group brings over two decades of expertise in forging strategic relationships with global businesses to support their expansion in the Middle East and North Africa. As a company with deep connections to decision-makers and extensive access to resources, the Group is fundamental in facilitating the efficient internationalisation of its foreign partners. The collaboration with Vortexa will greatly enhance its regional portfolio in energy analytics and freight markets.

Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, expressed his delight at the newly formed joint venture. He commented, "Vortexa is truly at the forefront of technology in the international energy and freight markets with an impressive international growth. Our mission is to partner with pioneers who are revolutionising significant industries and we are excited to work with Fabio and his team to help accelerate Vortexa in the MENA region."

Al Gurg also noted, "Vortexa's presence is projected to contribute to making Dubai a technology-powered hub for energy and freight trading, while enhancing the security and transparency of the field across the broader MENA region."

Fabio Kuhn, Founder & CEO of Vortexa, commented, "I am delighted to announce our strategic partnership with the Seed Group. This collaboration supports our continued growth in the region, cementing the UAE as a global hub for advanced energy and freight analytics, and enabling more NOCs, IOCs and governments to benefit from Vortexa's best-in-class platform and insights."

This partnership is set to enhance regional access to predictive energy trade analytics, improve shipping efficiency, and strengthen sustainable freight logistics. Subsequently, this development is expected to catalyse Dubai's emergence as a global leader in energy intelligence and digital infrastructure for the freight industry in the coming months.

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About Vortexa

Vortexa provides market-leading real-time data and advanced analytics for energy and freight markets. With the most accurate and complete picture of global flows, freight and inventories, Vortexa covers crude oil, refined products, LPG and LNG, across all vessel classes. We help traders, analysts and freight professionals gain a competitive edge in complex and opaque markets by making better trading decisions with confidence. Vortexa is a multidisciplinary force of over 180 professionals combining deep energy and freight expertise with data science and engineering across major hubs in London, Singapore, Houston, New York City, Geneva and Dubai. For more information, visit www.vortexa.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.

Vortexa Media Contact

Sophie Hart
sophie.hart@vortexa.com

Seed Group Media Contact

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