

Seed Group and ProcurePro collaborate to advance construction procurement and strengthen UAE project delivery



From left to right: Bachir Ahkdar, Senior Director for International Ventures of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum; Alastair Blenkin, CEO & Founder of ProcurePro; Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum; James Metcalfe, Regional Director of Middle East at ProcurePro; Omar Reslan, Business Development Manager at The Private Office of Sheikh Saeed bin Ahmed Al Maktoum

Dubai, UAE; Queensland, Australia—27 January 2026—[Seed Group](#), a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered a strategic arrangement with ProcurePro, a construction procurement technology firm headquartered in Australia. The association will introduce advanced digital tools that streamline subcontractor procurement and strengthen operational efficiency across the UAE's construction sector.

The growing scale of regional construction activity, valued at over \$1.3 trillion across the GCC, according to MEED, emphasises the need for modern procurement systems that reduce delays, errors, and administrative burdens. As the newest organisation to join Seed Group's portfolio, ProcurePro will gain access to the Group's two decades of market insight, strong institutional relationships, and established commercial networks.

Founded in Brisbane in 2020, [ProcurePro](#) replaces more than 20 fragmented procurement processes with a single connected platform designed for main and general contractors. The software offers end-to-end procurement scheduling, tender comparison, contract creation, electronic signatures, vendor management, performance insights and integrations with leading construction management tools.

Already supporting more than 4,000 projects worth over \$90 billion across Australia, New Zealand, and the UK and Ireland, ProcurePro serves head contractors working in commercial construction, fit-outs, major infrastructure and complex project environments.

“The entry of modern procurement tools is timely as firms seek clarity, improved compliance, and reduced administration. ProcurePro’s structured workflows and analytics can help businesses cut manual tasks and gain better oversight of high-value commitments. These capabilities help organisations deliver projects more smoothly while managing cost and risk effectively. We are confident that the company’s practical approach will add value to contractors operating in fast-paced markets,” stated Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum.

“The UAE and wider MENA region are home to some of the most ambitious projects in the world, and contractors here deserve procurement tools that match that scale. Partnering with Seed Group gives us a trusted local ally to help bring ProcurePro’s proven technology to the market, so main contractors can reduce risk, remove manual paperwork and keep projects moving. We’re excited to support the region’s drive for digital transformation in construction and help deliver better outcomes for clients, subcontractors and project teams alike,” said Alastair Blenkin, Founder and CEO of ProcurePro.

This strategic association is expected to contribute to a more efficient construction ecosystem in Dubai and the wider MENA region, particularly as the UAE accelerates digital transformation across key industries. It also supports the nation’s objective to strengthen productivity, enhance project quality and foster innovation throughout the built-environment sector.

###

About ProcurePro

ProcurePro is the #1 procurement software for Main Contractors in the Construction industry.

Procurement is mission-critical to the success of a project, but current methods are inefficient and expensive. ProcurePro solves this by transforming the procurement process, enabling consistency, early risk identification and enhanced project profitability – double the quality while saving more than 50% of the time spent procuring.

By consolidating 20+ fragmented processes, construction main contractors can compare, select, approve and contract with vendors on a single platform.

Connecting procurement provides unprecedented control, visibility, and faster and happier project teams to deliver high-quality projects. For more information, visit procurepro.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.

ProcurePro Media Contact

Emily Broom
+44 7557412620
emily.broom@procurepro.co

Seed Group Media Contact

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