Seed Group adds Vital Holding as a strategic partner to fuel international development for UAE companies

From left to right: Luciano Vital, CEO of Vital Holding; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum

Dubai, UAE; New York, US—11 March 2025—In an effort to drive strategic market positioning and development in the UAE, [Seed Group](), a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a joint venture with Vital Holding.

Vital Holding, a global player in business transformation and corporate finance, empowers businesses to scale, refine strategies, and secure high-value investments. The firm has executed over $6 billion in transactions, facilitated over 250 mergers and acquisitions, and provided advisory services to over 1,500 businesses worldwide. Notably, its client projects portfolio includes multinational companies such as Samsung, Warner Bros., International Paper, L'Oréal, and Nestlé. Headquartered in New York, the company has created a strong international footprint, supporting enterprises across the US, GCC, Europe, and Brazil.

Seed Group, a corporate organisation affiliated with the royal family of Dubai, has been pivotal in simplifying market entry and business expansion in the MENA region. It has successfully built alliances with major global companies to help them set up and thrive in Dubai's thriving business scene. Hence, this strategic association will enable Vital Holding to provide its international clients with direct access to high-value investment opportunities, solid financial and legal consultancy, and opportunities for board participation.

Expressing confidence in the newly formed collaboration, Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, remarked, “Our partnership with Vital Holding is a huge step in strengthening our mission to elevate corporate excellence in the UAE.” He also noted, “Their expertise is displayed through successful developments such as 1,000 business valuations, 300 company restructurings, and advanced proficiency in crisis management, business matchmaking, and board-level leadership. As such, we aim to empower firms by providing unique investment opportunities, improving operational efficiencies, and enhancing their competitiveness in the UAE’s thriving and competitive market by combining their expertise with our innovative excellence.”

Luciano Vital, CEO of Vital Holding, commented, “We are thrilled to join forces with Seed Group, a leader in facilitating market entry and business expansion in the MENA region. This partnership perfectly aligns with our commitment to driving business transformation and delivering strategic, high-value investments across the globe. With a proven track record since 1990 and an extensive experience in mergers and acquisitions, we see this joint venture as a significant opportunity to further empower enterprises worldwide. By combining our expertise with Seed Group’s deep market network, we will offer our international clients direct access to premium investments and fundraising opportunities, comprehensive financial and market development consultancy, and enhanced strategic board-level support. Together, we are poised to enhance the corporate landscape in the UAE, foster innovation, and accelerate sustainable growth in a dynamic market environment.”

The partnership between Seed Group and Vital Holding is envisioned to reshape the UAE’s business sector by offering enterprises unparalleled access to high-level consultancy, investment strategies, and global expansion opportunities. As the country attracts investment and entrepreneurial ventures, this collaboration is expected to strengthen the nation’s corporate ecosystem and fuel economic diversification.

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About Vital Holding

Vital Holding is a multinational group expanding its strategic footprint worldwide for over 35 years. Redesigned within Harvard Business School Owners & Presidents Management Program, our mission is to drive business transformation and sustainable growth, empowering business owners and C-level executives to navigate their most complex strategic challenges. We specialize in structuring commercial, operational, and financial operations, leading mergers & acquisitions, and facilitating international investments and business expansion, always with a focus on high-impact opportunities worldwide. With an extensive and strong global network, we ensure that every transaction not only meets but exceeds the expectations of our clients and partners. Our focus spans high-growth sectors, including agriscience, artificial intelligence, fintech, healthcare, real estate, and infrastructure, among others. By fostering valuable connections and accelerating the growth of visionary and innovative companies, we set new standards in strategic investments. For more information, visit www.vitalbusinessgroup.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.

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