Seed Group and Digital Bricks join forces to advance AI education and innovation in Dubai and across the region

From left to right: Max Dinser, Co-Founder and CEO of Digital Bricks; Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum; Jamie Munro, Co-Founder and CCO of Digital Bricks

Dubai, UAE—14 October 2025—Seed Group, a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic alliance with Digital Bricks, an AI education and innovation firm born in Amsterdam and expanding into the Middle East. The partnership aims to enrich Dubai and the UAE's digital ecosystem by introducing advanced AI solutions that enhance workforce productivity and elevate business performance.

Established in 2023, Digital Bricks is a market expert in delivering specialised AI solutions through education, implementation support, and tailored services. The company provides role-specific AI literacy programs, strategy and policy frameworks, and development lifecycle expertise, with a particular focus on enabling organisations through Microsoft technologies. Among its proprietary IP is Robin Rocks, an advanced AI assistant for the commercial real estate sector. Drawing on more than 230 data points, it streamlines workflows across multiple broker personas.

With a proven record of delivering enterprise AI programmes at scale across Europe, Digital Bricks brings a 360° AI partner model to the UAE. It represents a unique opportunity for the region to accelerate responsible adoption, education and innovation. As the newest partner of Seed Group, it will benefit from the conglomerate's market proficiency and royal family connections. The strategic

agreement allows Digital Bricks to fast-track its expansion into the UAE, allowing it to gain new customers and scale its solutions in a market that is actively investing in smart technologies.

“Our partnership with Digital Bricks illustrates our belief in AI’s power to revolutionise traditional and emerging sectors in Dubai,” said Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum. “With Gartner projecting that MENA IT investment will hit $169 billion by 2026, Digital Bricks’ expertise and responsible frameworks are both timely and vital. Their multidisciplinary creations have the potential to reinforce the UAE’s prominence as a hub for future-ready innovation.”

“The UAE has set out bold ambitions to become the world’s most prepared country for artificial intelligence, and our mission at Digital Bricks is fully aligned with this vision,” said Max Dinser, CEO of Digital Bricks. “We believe the key lies in striking the right balance between technology and people. By equipping organisations and individuals with the skills and frameworks to adapt to rapid change, we will contribute to building a fertile ecosystem for AI. Our aim is to play a defining role as the region’s leading Microsoft Data & AI Partner, supporting the UAE in realising its vision.”

The collaboration is anticipated to give enterprises and institutions access to practical AI tools that foster ingenuity and quantifiable productivity. In the coming months, Digital Bricks’ initiatives are expected to play a vital part in further enriching Dubai’s knowledge-based smart economy.

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About Digital Bricks

Digital Bricks is an AI education and innovation company that helps organisations adopt, design, build, and deploy practical AI for business. As a Microsoft Solutions Partner, it specialises in the Microsoft AI stack and advocates its enterprise-grade approach to security, compliance, and scalability. The company’s human-centric methodology makes AI accessible to people across all roles and departments. Flagship offerings include the Copilot Adoption Accelerator, a comprehensive framework covering every aspect of successful adoption and helping organisations move from pilot to scale, as well as sector IP for commercial real estate and human resources. The company actively pursues new IP and joint venture opportunities to build its portfolio of scalable AI products. For more information, visit digitalbricks.ai.

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.

Digital Bricks Media Contact

+971 54 367 8064
media@digitalbricks.ai

Seed Group Media Contact

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