

InstaDeep forms strategic Partnership with Seed Group in the UAE

The companies join forces to further accelerate the UAE's digital transformation and AI efforts in the country and the region.



LONDON, UK, 21 December 2020: InstaDeep has entered into a strategic partnership with [Seed Group](#), a company of [the Private Office of Sheikh Saeed bin Ahmed Al Maktoum](#), to further accelerate the UAE's digital transformation efforts and assist InstaDeep in expanding its footprint in the Middle East region.

The collaboration will give InstaDeep greater access to enterprises in various industries such as retail and wholesale, healthcare, energy, and financial services in the UAE. It will also facilitate InstaDeep to offer its cutting-edge AI products and solutions to allow companies to unlock data insights and increase efficiency and speed across operations.

New economic and social opportunities

Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, *"The UAE aims to become a fast adopter of emerging AI technologies and attract top AI talent to create a healthy digital ecosystem for businesses. The forging of a strategic partnership with InstaDeep is in line with the UAE's vision to become a world leader in AI by 2031, creating new economic and social opportunities for citizens, governments, and businesses. We look forward to working with them to further expand the potential of digital transformation in one of the fastest-growing markets in the world – the UAE."*

The UAE estimates that by 2030, AI will have a global market value of \$15.7 trillion, boosting the country's GDP by 35 percent and reducing government costs by 50 percent.

Karim Beguir, Co-Founder and CEO, InstaDeep, said, *"We are pleased to announce our strategic partnership with the Seed Group. InstaDeep chose the UAE to be its first home in the Middle East, and this collaboration will help propel our long-term goals in the country and in the region. We are committed to developing the AI ecosystem in the UAE and contributing to its ongoing AI transformation."*

Accelerate AI across industries

The partnership aligns with InstaDeep's mission to accelerate the transition to an AI-first world that benefits everyone. By leveraging our extensive know-how in GPU-accelerated computing, deep learning and reinforcement learning, InstaDeep has built products, such as its novel [DeepChain™](#) protein design platform, that tackle the most complex challenges across a range of industries.

Seed Group has become a notable force in the technology, healthcare, hospitality, and telecommunications landscape in the Middle East. Over the past 16 years, it has formed strategic alliances with leading global companies representing diverse geographies to accelerate their sustainable market entry and presence within the region.

About Seed Group

Over the past 16 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.

About InstaDeep Ltd

Founded in 2014, InstaDeep is today an EMEA leader in decision-making AI products for the Enterprise, with headquarters in London, and offices in Paris, Tunis, Lagos, Cape Town and Dubai. Powered by high-performance computing and outstanding R&D breakthroughs, InstaDeep leverages advanced technologies to create AI products that can optimise decision making processes in real-life industrial environments. InstaDeep's world-class team of AI researchers, Machine Learning engineers and Hardware experts build end-to-end products that can tackle the most challenging optimisation and automation challenges, and provide real value and ROI to businesses. InstaDeep works closely with leading AI ecosystem partners including Nvidia, Intel, and Google DeepMind. To learn more, please visit www.instadeep.com

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