

VND Global: Unveiling a USD\$120M Data Technology Powerhouse in the Middle East

VND Global Secures USD\$10M Investment at USD\$100M Seed round Valuation, Led by Award-Winning Entrepreneur James Dutton



Dubai, United Arab Emirates Feb 24, 2025 ([IssueWire.com](https://www.issuewire.com)) - [VND Global Holdings](#), a leader in AI-driven event automation and supply chain innovation, has secured a **USD\$10 million** cornerstone investment from **Gulf Sea Capital**, confirming a **USD\$100 million** pre-money valuation. The company is set to close its seed round at **USD\$120 million** post-money, **fuelling** rapid expansion in live events, manufacturing, and AI-powered **fulfilment** solutions.

"Gulf Sea Capital is fully committed to supporting VND Global. We look forward to contributing to VND Global's continued growth and success." — **Tawfiq Najjar, COO** | [Gulf Sea Capital](#)

"This investment accelerates our vision to **revolutionise** global events through AI, automation, and **digitisation**. We are building the future of seamless, intelligent event experiences." — **James Dutton, Founder & CEO**

AI, Automation & the Future of Events

VND Global is deploying autonomous beverage and retail solutions for stadiums, festivals, motorsports, and major venues, integrating AI, machine learning, robotics, and data science to enhance efficiency and sustainability.

Leadership & Strategic Partners

The company is led by **industry pioneers**:

- **Chairman: Hammad Atassi** – Sustainability leader with 20+ years in scaling mission-driven ventures.
- **CEO: James Dutton** – 2022 Gold Stevie Award winner, internationally **recognised**

entrepreneur, and top 5% B Corp leader.

- **CTO: Bethan Timmins** – Leading cutting-edge technology and manufacturing innovation expert behind major UK government cloud projects.

Key partners include:

- **Professor Robert Kay (University of Leeds)** – Advanced manufacturing
- **HYDRA Manufacturing** – Scalable production
- **HYPR Innovation Software** – Software and data experts
- **The Talisman Agency** – Tier-1 brand partnerships in sports & live global events

Expansion & Market Positioning

With operations anchored in **Dubai** and **Abu Dhabi**, VND Global is establishing the Middle East as a hub for high-tech production. The first autonomous event **fulfilment** units launch in **Q4 2025**, aligning with **UAE Vision 2030**.

VND Global's mission aligns seamlessly with the region's strategic goals, including **UAE Vision 2030**. The company's focus on bringing advanced manufacturing and smart technology highlights the Middle East's potential as the production and assembly hub for innovation, sustainability, and economic diversification.

Through its bold vision and global strategy, [VND Global Holdings](#) aims to position the Middle East as the **epicentre** for innovation and high-tech manufacturing, fostering economic growth, job creation, and sustainable exports that resonate with regional and international markets alike.

"We are redefining the way events operate," said **Dutton**. "This funding enables us to scale faster and set new industry standards."

VND Global Holdings SPV Limited, founded by **James Dutton**, is a **UAE-based AI and automation leader**. **Headquartered in Dubai World Trade Centre (DWTC)**, with its holding company based in **Abu Dhabi Global Market (ADGM)**, the company is transforming event **fulfilment** through AI, robotics, and data-driven automation.

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