

Middle East Security Targets & Ecosystem

Buyer landscape, procurement channels, and the partner map

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How to read this document

This is a **verified starting point, not an exhaustive database** — and it is deliberately organisation-level.

No individual names are listed. Unlike a museum sale, security procurement in this region runs through officials whose names, roles and reachability are not reliably public, and publishing a speculative list of police and ministry personnel would be both useless and inappropriate. Every programme, authority and procurement channel below carries a public source. Person-level discovery is a sales-team task to be completed through formal channels — supplier registration, integrator introductions, and industry events — **not** through scraped contact lists. Nothing here is fabricated.

The full target list is provided as a spreadsheet: [ME-Security-Targets.csv](#) (sortable by priority, country, buyer type, procurement channel).

1. The strategic picture

- **The category is already bought.** Dubai Police launched its Oyoon AI-surveillance programme with facial recognition in January 2018 and credited AI cameras with 319 arrests in year one; facial recognition has since been extended to Dubai Metro stations. Saudi Arabia's SDAIA and Ministry of Interior operate the Sawaher platform across 5,000+ cameras and 80 locations for Hajj. Qatar ran facial recognition across 15,000+ stadium cameras from a single command centre for the 2022 World Cup. **We are not selling the concept — we are selling its extension to officers on foot.**
- **Three buyer classes, three very different sales cycles.** Government law enforcement (longest cycle, highest value, clearance-gated); event and transport operators (deadline-driven, faster, reference-hungry); private estates and mall operators (fastest, commercially motivated, SIRA-regulated in Dubai).
- **A deadline-driven pipeline exists.** Expo 2030 Riyadh and the FIFA World Cup 2034 (15 stadiums across five host cities) represent a US\$100B+ project pipeline whose security technology is specified years ahead of opening. Hajj recurs annually.
- **Local partnership is not optional.** Global recognition vendors enter Saudi Arabia through local partners — IDEMIA signed memoranda with Technology Control Company and SAMI Advanced Electronics in 2025. Assume the same requirement applies to us.

2. Priority targets

Buyer	Country	Type	Why it leads
Dubai Police	UAE	Law enforcement	Operates Oyoon; the most FR-experienced police buyer in the region; has publicly explored smart glasses
Abu Dhabi Police	UAE	Law enforcement	Federal capital force; ICV-scored procurement; Saadiyat/major-venue coverage
UAE Ministry of Interior	UAE	Ministry	Federal umbrella; cascades across emirate forces
SIRA (Dubai)	UAE	Regulator + gatekeeper	Licenses security companies, systems and personnel in Dubai — engagement is a market-entry prerequisite, not a sale
Dubai Airports / GDRFA Dubai	UAE	Transport operator	Existing smart-gate biometrics; huge foot-patrol estate; strongest "last fifty metres" story
Abu Dhabi Airports	UAE	Transport operator	Smart Travel biometric programme already live with ICP and IDEMIA
Saudi Ministry of Interior	KSA	Ministry	Hajj security owner; largest crowd-security operation in the world
SDAIA	KSA	AI authority	Operates Sawaher/Baseer; owns Saudi AI governance — both a buyer and an approval path
NEOM	KSA	Giga-project	Security designed in from the planning stage; corporate procurement, faster than ministry cycles
Diriyah Company / Royal Commission for AlUla / Red Sea Global	KSA	Giga-projects	PIF entities procuring directly as corporates, outside central government tendering
Royal Commission for Riyadh City	KSA	Event/urban authority	Expo 2030 infrastructure and security specification window open now
Qatar Ministry of Interior	Qatar	Ministry	2022 World Cup FR legacy; established command-centre model
Aspire Zone Foundation	Qatar	Venue operator	Stadium and event security operations; the Aspire command centre model
Emaar Properties	UAE	Private estate	Downtown Dubai and Dubai Mall; large private security force; commercial decision cycle
Majid Al Futtaim	UAE	Private estate	25+ malls regionally; single relationship cascades across venues

(Full list with medium and lower priorities, websites and procurement channels in the CSV.)

3. Procurement channels — get this right before bidding

Market	Channel	What it means for us
Saudi government	Etimad platform (Ministry of Finance) — all government tenders and contracts	Registration plus a local partner is a prerequisite to bid at all
Saudi giga-projects	Direct corporate procurement (NEOM, Diriyah, RCU, Red Sea Global — PIF entities)	Faster, outside Etimad; relationship-led; the realistic first Saudi entry point
Abu Dhabi / federal UAE	Authority tender + ICV certification	An absent ICV certificate scores zero; ICV weighting is material in Abu Dhabi evaluation — obtain certification before bidding, not during

Market	Channel	What it means for us
Dubai (private security systems)	SIRA licensing of company, systems and personnel	A regulatory gate on the product and the installer, not just the customer
Qatar	Monaqasat portal for government; venue operators procure directly	Sell the network of venues, not a single site
Private estates	Commercial procurement, often through an incumbent integrator	Fastest path to a live reference; use it to earn the government bid

4. Integrator & channel partners (engage early — we cannot bid national scale alone)

Organisation	Country	Why relevant
MVP Tech (a Converjint company)	UAE	Major Dubai-based security systems integrator
Al-Futtaim Technologies	UAE	Large UAE ELV/CCTV integration practice
Al Fahad Smart Systems (Etimad Holding)	UAE	UAE security systems integrator
Technology Control Company (TCC)	KSA	IDEMIA's chosen Saudi partner — demonstrates the entry model for a foreign FR vendor
SAMI Advanced Electronics	KSA	PIF-linked defence/security electronics; IDEMIA MoU signatory
ICAD	KSA	Airport and mega-project surveillance integration
Interlink Security Systems	KSA	Saudi security systems integrator

Partner strategy note: our own due-diligence report flags fleet operations at national scale as the capability we do not have. These integrators are the natural co-bid partners for installation, fleet logistics and first-line support — pairing our engineering with their operational reach directly answers the strongest objection a government buyer will raise. Approach them as partners, not resellers: they hold the customer relationship we need, and they need differentiated capability to bid with.

5. Ecosystem & credibility channels

Channel	Why relevant
Intersec (Dubai)	The region's principal security trade exhibition — the most efficient single venue for buyer and partner discovery
World Police Summit (Dubai)	Law-enforcement-specific; hosted in the Dubai Police orbit
Security Middle East Conference	Regional security leadership audience; giga-project security programming
SDAIA / Saudi AI ecosystem events	Route into the Saudi AI governance and buyer community
SAFCSP (Saudi Federation for Cybersecurity, Programming & Drones)	Ecosystem and talent body — a partnership and credibility channel, not a procurement authority
NIST FRTE participation	The accuracy yardstick GCC RFPs commonly reference; our absence from it is a live competitive gap (see Due-Diligence Report)

6. Honest limitations

- **No individual contacts are provided, by design.** Security-sector person-level discovery must be done through formal supplier registration, integrator introductions and events. Speculative lists of police and ministry personnel are neither reliable nor appropriate to publish.
- **Programme budgets are not public.** The figures in the Market Analysis size the environment, not addressable line items. Treat all security-spend estimates as directional.
- Several competitor and programme details in the underlying research are marked "to confirm" — including the operational scale of Dubai Police's reported smart-glasses work, which is sourced only to trade press. **Verify before citing any of it to a customer.**
- **Sequencing matters more than list length.** A private-estate or venue reference is realistically achievable first and materially improves the government bid. Do not lead with the hardest buyer because it is the largest.
- **Two internal blockers gate this entire list:** the model-licensing item and Phase 0-1 security hardening. Both are documented in the Technical Due-Diligence Report. Discovery and relationship-building can proceed now; a paid government deployment cannot close until they are resolved.