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## Leading Chinese Software group to open its offices in QFZ



Published on February 25, 2025

Document Date: Wed, Aug 13 2025 03:12:13 pm

Category: ,English,International - ,Snippets

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Kingdee International Software Group Company Limited, Shenzhen, China.based announced yesterday on the third day of Web Summit Qatar 2025 launching of its regional headquarters in Qatar's Free Zones, marking its official entry into the Middle Eastern market.

This expansion was made possible with the support of the Qatar Investment Authority (QIA), Invest Qatar, and the Qatar Free Zones Authority (QFZ).

The establishment of this headquarters strengthens Kingdee's global presence, which has been a key part of the company's strategic goals.

Founded in 1993, Kingdee is a renowned global enterprise management cloud SaaS company listed on the Main Board of the Hong Kong Stock Exchange. Expanding its international reach has long been a core focus of Kingdee's growth strategy. In December 2023, Kingdee and QIA announced a \$200 million investment deal, recognizing Kingdee as a leader in enterprise cloud transformation in China. This investment aligns with QIA's strategy to support companies and technologies that are central to the global trend of digitalization.

Robert Xu, Chairman and CEO of Kingdee, expressed his excitement, stating, "This is a significant milestone in Kingdee's global expansion. Following QIA's investment, we are thrilled to open our first Middle Eastern office in Qatar's Free Zones. We aim to use Qatar as a springboard for growth across the Middle East and North Africa, drive local enterprises' digital transformation, and support Qatar in achieving its Vision 2030. Our collaboration with QIA, Invest Qatar, and QFZ will bridge Kingdee's expertise with the Middle Eastern market, reinforcing our international growth plans."

Mohammed Saif Al-Sowaidi, CEO of QIA, praised Kingdee's capabilities in digital transformation, stating, "We are confident Kingdee will thrive in the Middle East, bringing valuable cloud and digital services to the region."

Sheikh Ali Alwaleed Al-Thani, CEO of Invest Qatar, emphasized that Kingdee's regional headquarters represents a milestone in attracting top global tech companies to Qatar. He added, "This collaboration highlights Qatar's commitment to fostering a business-friendly environment that supports innovation and digital transformation in line with Qatar's Vision 2030."

HE Sheikh Mohammed bin Hamad bin Faisal Al-Thani, CEO of QFZ, remarked that Kingdee's presence further positions Qatar as a hub for digital innovation, aligning with Qatar's broader economic diversification goals under its National Vision 2030.

Kingdee, with over 31 years of history and a global client base of over 7.4 million users, will leverage its expertise to deliver digital solutions in financial management, supply chain optimization, and production operations to local businesses.

The company's Middle East expansion signifies a commitment to integrating AI-driven technologies and management models to help regional enterprises enhance their digital operations. This marks a pivotal step in Kingdee's strategy to deliver localized services from Qatar,

driving technological advancements and economic growth in the region