

Excellerate Services Strengthens Cross-Regional Collaboration and Shared Expertise in Dubai

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Last week, the [Excellerate UK and Ireland](#) leadership team, together with Adriaan Otto, Managing Director of Excellerate Services South Africa, visited colleagues in the Middle East. The trip brought senior leaders from across the business together to exchange ideas, learn from one another and strengthen cross-regional collaboration.

With more than 17 years in the UAE, Excellerate Services Middle East has built deep local expertise, delivering high-quality cleaning and security services to an international blue-chip client base.

Throughout the visit, the teams focused on how this regional expertise can inform wider best practice, how collaborative working can support continual improvement and how learning from local success can help drive value for clients and communities across all markets.

An important focus of the conversations was the practical use of tools that assist frontline teams, such as the company's award-winning AI-enabled Velocity platform, which provides straightforward, real-time insights that help strengthen operational awareness and inform decision-making.

Commenting on the visit, Nick Rastelli, Sales and Marketing Director UKIMEA, said: "Spending time with our global teams was motivating and refreshing. The work happening across the region reflects real dedication and a shared commitment to doing things well. We came away with a deeper understanding of local priorities, how to implement successful operations and a stronger sense of what we can achieve together."