EDGE and Pavo Group Form Strategic Partnership to Strengthen Cybersecurity Market Presence



- The strategic partnership between EDGE entity ORYXLABS and Pavo Group's Pavotek aims to develop and execute a joint go-to-market strategy across Türkiye, the Middle East and Africa

EDGE entity ORYXLABS, a leader in digital risk protection and advanced cybersecurity solutions, has entered into a strategic partnership with Pavo Tasarım Üretim Elektronik (Pavotek), a Türkiye-based company within Pavo Group specialising in electronic and embedded systems, communication and network technologies, at the SAHA Expo 2024 being at the Istanbul Expo Center until October 26.

This collaboration will focus on developing and executing a joint go-to-market strategy targeting key clients such as service providers, large enterprises, and holding companies across Türkiye, the Middle East, and Africa. By combining their strengths, ORYXLABS and Pavotek aim to position their advanced cybersecurity solutions to safeguard organisations' critical digital assets against evolving cyber threats.

The agreement, signed by Sumit Dhar, CEO of ORYXLABS, and Sinan Çeçen, COO of Pavo Group marks a significant step in strengthening regional and global cybersecurity capabilities.

Sumit Dhar, ORYXLABS' CEO, said: "This partnership underscores ORYXLABS' dedication to

expanding our reach and delivering cutting-edge solutions to organisations across Türkiye and the broader region. Together with Pavotek, we are focused on strengthening the region’s cybersecurity landscape while addressing the operational needs of our global clients.”

Sinan Çeçen, COO of Pavo Group added: “Partnering with ORYXLABS strengthens our cybersecurity capabilities and sets a strong example of technological innovation, local manufacturing, and international cooperation. With ORYXLABS' solid presence in the UAE and our own in Türkiye, together we will expand our reach, delivering cutting-edge cybersecurity solutions to new markets and enhancing digital resilience across Türkiye, the Middle East, and Africa.”