

FUTURE  
BLOCKCHAIN  
SUMMIT  
قمة مستقبل البلوك تشين

Organised by

Official Host



مركز دبي للتجارة العالمية  
DUBAI WORLD TRADE CENTRE



دبي الذكية  
SMART DUBAI

WORLD'S

LARGEST

BLO  
CK-  
CHA  
IN-  
FESTIVAL

02-  
03  
APR  
2019

BLOCKCHAIN  
IS GOING  
TO UNITE  
THE UNITED  
NATIONS.

BAN KI-MOON  
8<sup>th</sup> Secretary General  
United Nations

BLOCKCHAIN X HUMANITY X BUSINESS  
= **NEW FRONTIERS**

**HOW DOES BLOCKCHAIN  
EFFECT YOU?**



**REAL ESTATE**  
land & property registration



**RETAIL**  
loyalty and rewards



**HEALTHCARE**  
insurance claims, patient data management, drug traceability



**CREATIVE ECONOMIES**  
artist authenticity, control of ownership rights



**X HUMANITY**  
digital identity for refugees,  
financial aid transfer in  
wartorn countries



**EDUCATION**  
issuing diplomas & certificates,  
student record management



**FINANCE**  
cross-border payments,  
anti-money laundering



**FOOD**  
supply chain transparency  
& safety



**TRANSPORT  
& LOGISTICS**  
supply chain & inventory  
management



**HOSPITALITY  
& TOURISM**  
luggage tracking,  
identification, loyalty



**ENERGY**  
smart utility metering  
system, EV charging

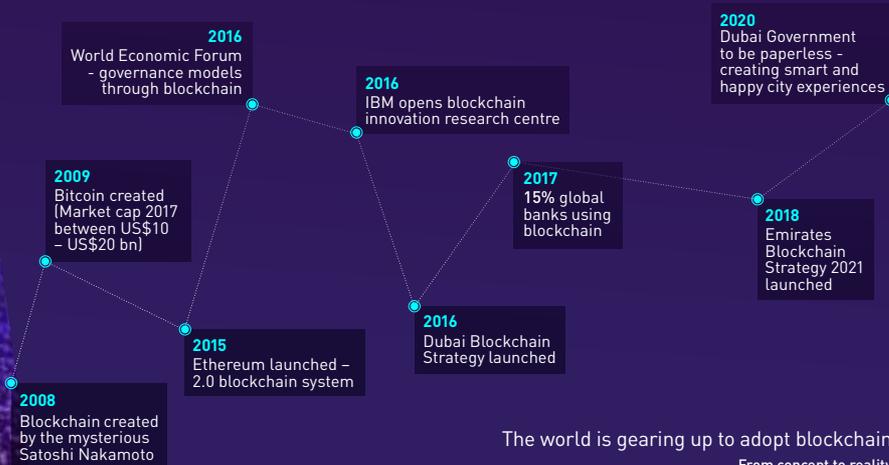


**SMART CITIES**  
digital identity and  
seamless experiences

## BLOCKCHAIN

## THE NEW INTERNET

### DECODING THE MULTIBILLION DOLLAR OPPORTUNITY FROM CONCEPT TO IMPLEMENTATION



The world is gearing up to adopt blockchain  
From concept to reality

## HERO INDUSTRIES

# 1

### FINANCE SECTOR

will be the biggest driver of spending in 2019 (\$1bn+) and fueled by banking sector adoption.



# 2

### THE GLOBAL SUPPLY CHAIN SECTOR

is forecasted to spend \$575m in blockchain services from strong investments from retail and professional services sectors.



## LEADING GOVERNMENTS

## EXPLORING AND ADOPTING BLOCKCHAIN



**136** Since 2016, Dubai has launched **Blockchain projects**

## MEET THE HOSTS OF THE FUTURE BLOCKCHAIN SUMMIT



Smart Dubai is the government entity mandated to collaborate with private sector and government partners to empower, deliver & promote an efficient, seamless, safe and impactful city experience for residents and visitors.

[smardubai.ae](http://smardubai.ae)



Dubai World Trade Centre is a gateway into the city of Dubai, with over one million square feet of space creates, delivering award-winning, world class events and is responsible for developing Dubai as the world's leading destination for all major exhibitions, conferences and events.

[dwtc.com](http://dwtc.com)

## DUBAI'S CHAMPION PROJECTS



**Dubai Blockchain Platform**

the world's first government Blockchain platform



**Dubai Pay Blockchain Settlement & Reconciliation System**

the world's first Blockchain G2G payments and reconciliation platform



**Dubai Land Department Blockchain Project**

first government private network to automate and optimize end-to-end real-estate business process



**BLOCKCHAIN**  
**TRANSFORMING THE WORLD,**  
**ONE BLOCK AT A TIME**

**DUBAI BLOCKCHAIN STRATEGY – LAUNCHED OCT 2016**

H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council of Dubai, announcing the Dubai Blockchain Strategy | Oct 2016.



The Dubai Blockchain Strategy establishes a roadmap for the introduction of Blockchain technology for Dubai and the creation of an open platform to share the technology with cities across the globe.

“  
 Dubai to become the **first government in the world** to execute all its transactions using blockchain technology by 2020.

futurablackchainsummit.com

**EMIRATES**  
**BLOCKCHAIN**  
**STRATEGY 2021**

In April 2018, H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, launched the UAE Blockchain Strategy 2021 as part of plans to become a world leader in adopting technology.

“  
 50 percent of Government transactions on the Federal level will be conducted using Blockchain technology by 2021.

**By adopting this technology, the UAE government expects to save:**

**AED 11b**  
 in transactions & documents processed routinely

**398**  
 million printed documents annually

**77**  
 million work hours annually



THE STRATEGIES UNVEILED

AT THE FUTURE BLOCKCHAIN SUMMIT

### DUBAI BLOCKCHAIN STRATEGY



**H.E. Dr Aisha Bint Butti Bin Bishr**  
Director General, **Smart Dubai**

"We have a very clear objective to make Dubai the capital of the blockchain industry. By 2020, we'll have 100% of applicable government services & transactions happen on blockchain. By adopting Blockchain technology, Dubai stands to unlock 5.5 billion dirham in savings annually in document processing alone — equal to the one Burj Khalifa's worth of value every year."

### EMIRATES BLOCKCHAIN STRATEGY 2021



**H.E. Omar bin Sultan Al Olama**  
**Minister for State for Artificial Intelligence**

"The UAE is keen to adopt AI and Blockchain technologies in all the economic, health, educational and other vital sectors. It seeks to boost cooperation and forge partnerships between the various government, federal and local entities, international companies and startups in a bid to find effective and innovative solutions and make a positive impact."

**150+**  
global superstar  
speakers

**140**  
hours of blockchain use-cases  
and power-learning

**67%**  
speaking for the first  
time in the region



**14,000+** Attendees

## Content



### THE KEYNOTES & 10 HIGH-IMPACT TRACKS

A collision of the world's most influential Blockchain thinkers across keynotes and 10 tracks including Government, Creative Economy, Finance, Real Estate, Healthcare, Energy, Retail, Education, Tourism and Transport & Logistics.



### BLOCKCHAIN BASIC ASIA FORUM

One powerpacked day of the latest Blockchain news and trends from across Asia. The Forum will answer why Asia is poised to become a hotbed for Blockchain innovation.



### GLOBAL LEADERS EXCHANGE

Invitation-only discussions between policy makers and international business leaders.



### BLOCKCHAIN HEALTH SUMMIT BROUGHT TO YOU BY PATIENTORY ASSOCIATION

The world's leading conference diving deep into how Blockchain will transform healthcare, placing the patient at the centre of the healthcare ecosystem to increase the security, privacy, and interoperability of health data is now part of the Future Blockchain Summit!



### BLOCKCHAIN 101 WORKSHOPS

Get to grips with blockchain, in one-hour workshops running throughout the day.

## Experience



### BLOCKCHAIN'S 1<sup>ST</sup> GAMIFIED EVENT

Every interaction at the event adds to your experience of a future city built on Blockchain.



### EXPERIENTIAL SHOWCASE

World's largest curated blockchain exhibition showcasing the latest global innovations.



### BACK TO SCHOOL

Educating young minds on possibilities of blockchain, in collaboration with local schools and universities.



### NEXT LEVEL NETWORKING

The perfect place to hit it off with corporate buyers, and blockchain pioneers from around the world.



### B2B MATCHMAKING FOR GOOD

Dedicated conference sessions merging innovation with compassion and the greater good of all.

## Startups



### SMART DUBAI BLOCKCHAIN CHALLENGE

Big money rewards and incubation opportunities for winning startups.



### STARTUP SUITE

Integrated experiences focused on grooming and growing the most promising global startups.



### INVESTOR PROGRAMME

The world's first structured blockchain investor programme connecting VCs, angel investors and the best new blockchain companies.



### POC & PILOT LAUNCHPAD

Sessions to unveil groundbreaking projects to a captive global audience.



### B2B MATCHMAKING

Targeted, intelligent B2B matchmaking platform with 2000+ meeting hours to connect governments, buyers, innovators, startups, technology providers and more.

## THE CONTENT

DAY 1

APRIL 2, 2019

### THE KEYNOTES

GOVERNMENT  
TRACK



TRAVEL x  
TOURISM TRACK



HEALTHCARE  
TRACK



REAL-ESTATE  
TRACK



HOT  
TOPICS

EDUCATION  
TRACK



BLOCKHEALTH  
SUMMIT  
BROUGHT YOU BY  
PATIENTORY  
ASSOCIATION

DAY 2

APRIL 3, 2019

### THE KEYNOTES

RETAIL x F&B  
TRACK



ENERGY  
TRACK



FINANCE  
TRACK



TRANSPORT x  
SUPPLY CHAIN  
TRACK



BLOCK  
BASIC  
ASIA FORUM

BLOCKHEALTH  
SUMMIT  
BROUGHT YOU BY  
PATIENTORY  
ASSOCIATION

## THEMES

IDENTITY VERIFICATION



SMART CONTRACTS



INTEROPERABILITY



CRYPTOCURRENCY



ARTIFICIAL INTELLIGENCE



CYBERSECURITY



DIGITAL PAYMENTS



SMART CITIES



GOVERNANCE



## 2019 STATS

# 150+

GLOBAL SUPERSTAR SPEAKERS  
with over 20 million followers



# 67%

Speaking for the first  
time in the Middle East

# 6

STAGES

# 140+

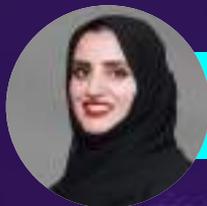
Hours of **BLOCKCHAIN**  
use cases and power learning

# 11

11 tracks focused on  
application sectors

FEATURED 2019

SPEAKERS



**H.E. Dr. Aisha Bint Butti Bin Bishr**

Director General,  
Smart Dubai (UAE)



**Vinny Lingham**

CEO & Co-founder, Civic



**Aaron Cai**

General Manager  
Blockchain, Tencent (CHINA)



**Ahmad Nassar**

President, NFL Players Inc  
(USA)



**Nolan Bushnell**

Founder  
Atari & X2 Games (USA)



**Brent Wilton**

Global Head of Workplace  
Rights, Coca-Cola (USA)



**Franklyn Richards**

Founding Director,  
Litecoin (Confirmed)



**Marta Piekarska**

Director of Ecosystem  
Hypertedger (UK)



**Maryam Ayati**

Head of Global Origination & Investments,  
Shell Trading and Supply (UK)



**Kristo Vaher**

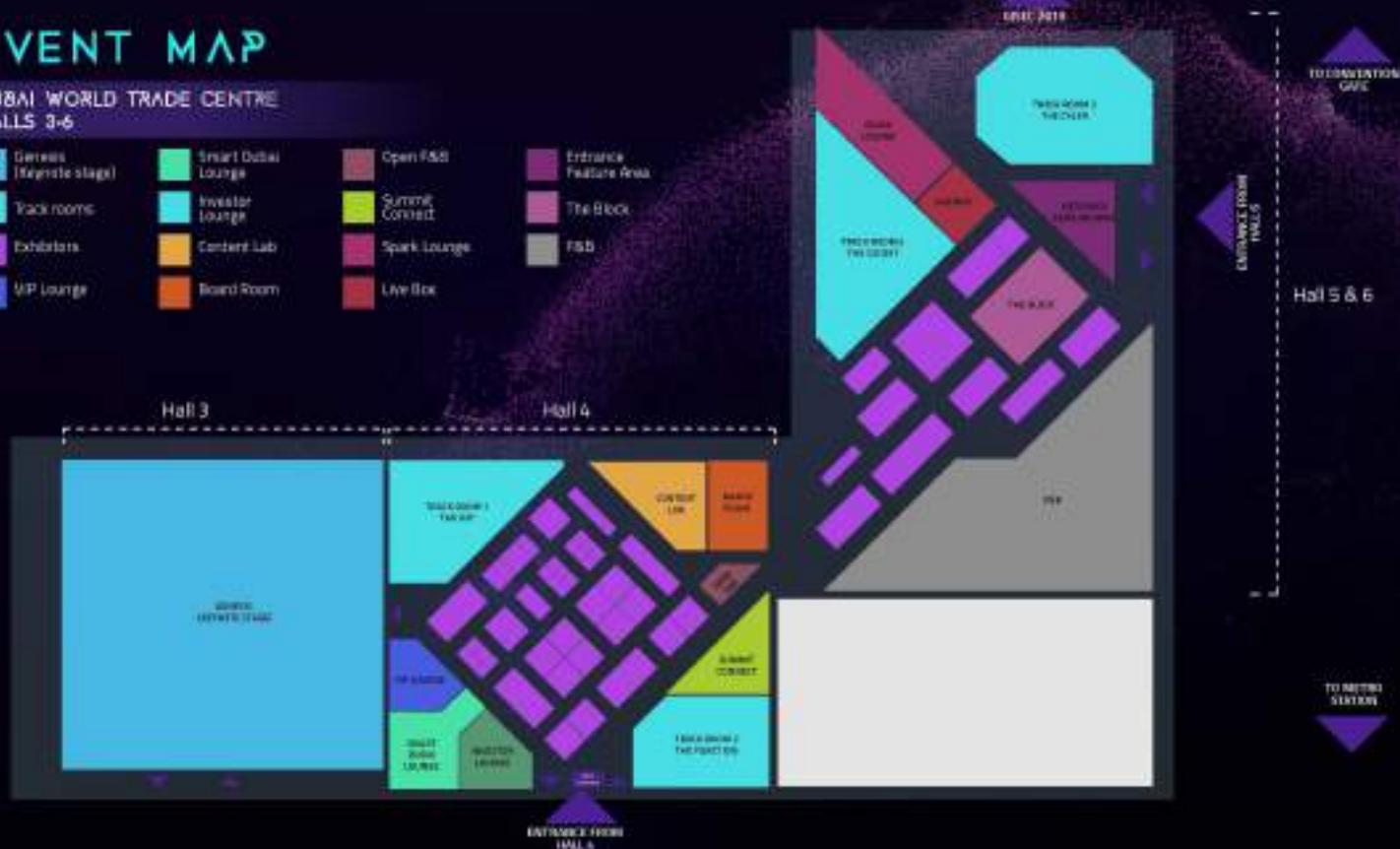
Chief Technology Officer,  
Government of Estonia (ESTONIA)



# EVENT MAP

DUBAI WORLD TRADE CENTRE  
HALLS 3-6

General (Keynote stage)	Smart Dubai Lounge	Open F&B	Entrance Feature Area
Trade rooms	Investor lounge	Summit Connect	The Block
Exhibitors	Content Lab	Spark Lounge	F&B
VIP Lounge	Board Room	Live Box	



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A B O U T

For the first time, the Future Blockchain Summit hosts the BlockBASIC Asia Forum. Dedicated to showcasing Asia's Blockchain journey, answering why Asia is poised to become a hotbed for Blockchain innovation, why Blockchain is a game-changer and why Asia looks to play a major role in increasing Blockchain usability.

The Forum is also a platform to bring together the wise, the driven and the forward-thinking, paired with critical stakeholders, regulatory authorities, key expert mentors and speakers from all across the globe, to share their views about Asia and to explore the opportunities of investment and partnering Asian Blockchain companies and investors.

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O R G A N I Z E D B Y



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P A R T N E R S



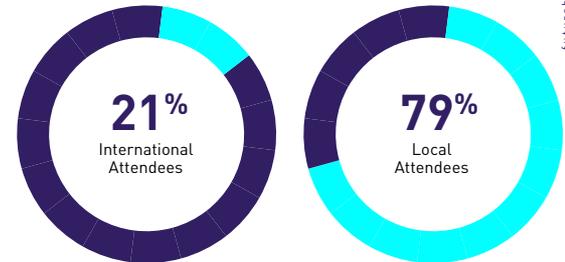
# 2018 PROJECT DASHBOARD

#1 BLOCKCHAIN EVENT IN THE WORLD

World's Largest audience  
at a **BLOCKCHAIN** event

# 8,143

Attendees



134

global superstar  
speakers

40%

speaking for the first  
time in the region

82

sponsors &  
exhibitors

48

of the world's  
most disruptive  
startups

18

world's most game-  
changing project founders  
talk inspirational pilots  
changing the world

124

hours of  
blockchain use-  
cases and power  
learning

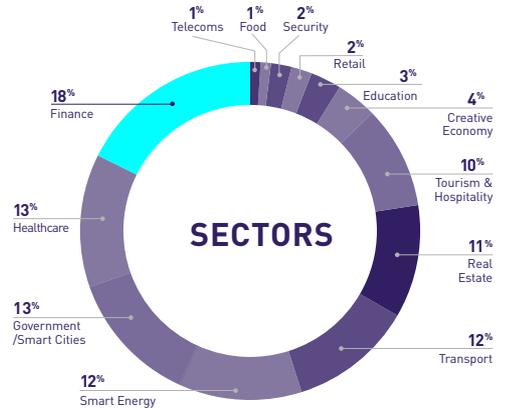
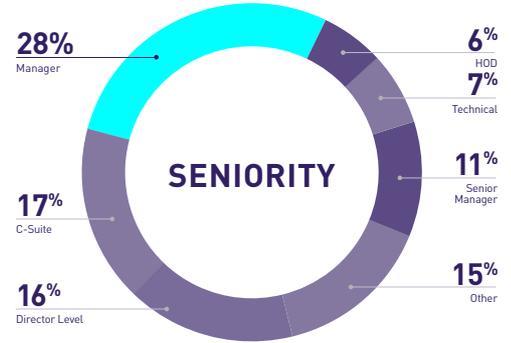
## OUR 2018 ATTENDEES

# TOP 10 COUNTRIES

World's most global event on the applications of **BLOCKCHAIN** technology



**112** Countries Represented



## 2018 THE EXHIBITION

### - KEY STATISTICS

**8,000+**  
Visitors

**82**  
Sponsors &  
exhibitors

**48**  
Of the world's most  
disruptive exhibiting  
startups

**40+**  
Hours of free-to-  
attend content on  
exhibition floor

**95%**  
Will return  
in 2019

THE  
BUSINESS  
DONE

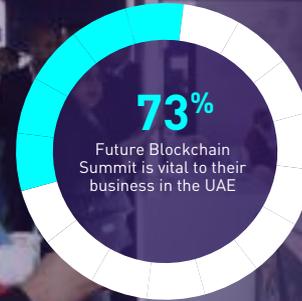


**60%** Exhibitors expect to do  
a deal from the show

**34%** Exhibitors are expecting to  
make between \$1m - \$10m  
in the next 12 months

**21%** Exhibitors made  
an in show sale

## WHAT OUR EXHIBITORS AND SPONSORS SAID



## HOW WE SCORED

**+14.5 NPS**

"Would you recommend FBS as a place to do business?"

INDUSTRY AVERAGE -17  
(Scale -100 - +100)

## INTERESTED IN GETTING INVOLVED?



**Get in touch!**

blockchain@dwtc.com | +971 4 308 6717 | futureblockchainsummit.com



**#DXBONTHEBLOCK**

**2018  
THE EXHIBITION  
- GLOBAL  
BLOCKCHAIN  
STARTUPS  
MARKETPLACE**

The exhibition featured **48 startups** from around the world showcasing innovations from Estonia, Serbia, Singapore, China, UAE, Australia and more at the largest **BLOCKCHAIN** expo.



"Great booth set up, speakers and topics were very interesting and relevant. Our start up had the chance to pitch at the blockchain challenge which boosted our experience more"

**Abdullah Al Mansoob,  
Genr8.io (UAE)**

"Extremely well organised, people are nice, good conversations. We look forward to the following edition and seeing the outcome"

**Carsten Stoecker,  
Spherity (GERMANY)**

"An amazing start for the technology of opportunities"

**Mohamed Elmasry,  
(CAYMAN ISLANDS)**

"Great, well organised event. Impressed by its quality"

**Alex Butenko,  
TSI Analytics (USA)**

"People from the entire world are coming to talk to us, the coverage has been really good. The entire event has been a success for us"

**Saul Tarazona,  
Zaza (UAE)**

"Worth every penny spent, great turn out traffic"

**Siddiq Farid,  
Smart Crowd (UAE)**

**Where the exciting innovations came from in 2018**



**1**

**United Arab  
Emirates**



**2**

**United States  
of America**



**3**

**Germany**



**4**

**United  
Kingdom**



**5**

**India**

MEASURABLE

ROI DELIVERED

With over **2000 meeting hours**, how many of the **14,000 leading Blockchain experts** from **130 countries** are you ready to meet?



## GAMIFICATION OF THE SUMMIT -

### WORLD'S FIRST 'FUTURE CITY EXPERIENCE' POWERED BY BLOCKCHAIN

The Future Blockchain Summit will, for the first time in the World gamify Blockchain at an event to explaining the journey of an individual through a city built on the Blockchain. It will cover and integrate 2 key use cases of Blockchain across various touchpoints in a city

- Identity verification
- Tokenisation

It allows attendees to earn, spend and share dedicated Event Tokens throughout the Event (the tokens do not have any intrinsic value). The aim is to demonstrate the power of blockchain technologies while providing a fun and immersive experience for all participants. It will use du Blockchain as a Service (BaaS) as the technology powering it.

Powered by



Experience Partner



future.blockchainsummit.com



Get in touch!

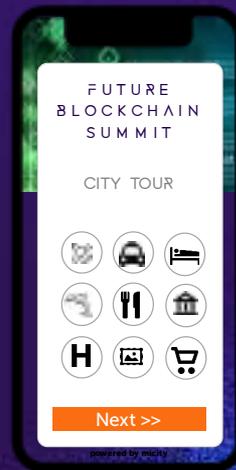
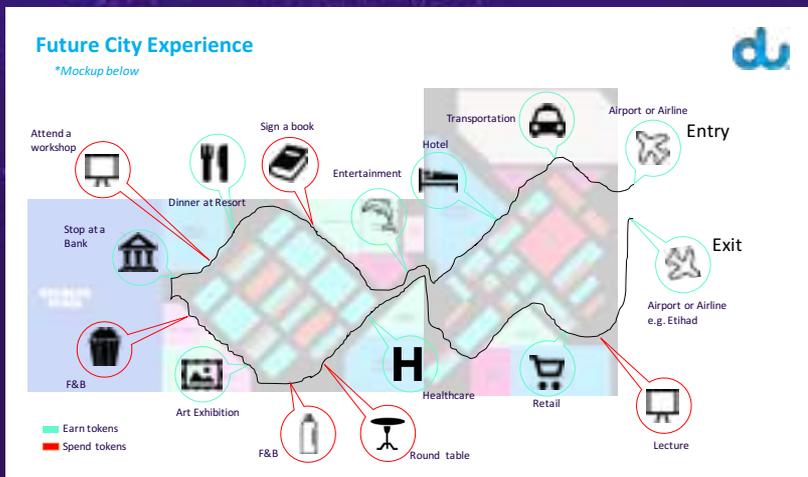
blockchain@dwtc.com | + 971 4 308 6717



#DXBONTHEBLOCK

# GAMIFICATION OF THE SUMMIT -

## WORLD'S FIRST 'FUTURE CITY EXPERIENCE' POWERED BY BLOCKCHAIN



\*For representation purposes only

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**#DXBONTHEBLOCK**

## 2018 - THE HIGHLIGHTS

### World's First Minister of AI



The first Minister of AI in the world makes his inaugural speech on UAE's Blockchain and AI strategy.

### Chris Ballinger MOBI announcement



The Summit was used as the launchpad for MOBI, a new collaborative initiative led by BMW, Ford, GM and more which will create an open source platform allowing greater research into blockchain implementation in transportation.

### 2x Grammy Award Winner Imogen Heap



2x Grammy Award Winner The prolific Founder & CEO speaks on the application of blockchain in creative economy and demos her award winning Miu.Mu gesture control gloves.

### Smart Dubai's 2<sup>nd</sup> Blockchain challenge



Smart Dubai's 2nd Dubai Blockchain Challenge was the largest yet and attracted 200 applications from startups in 85 cities across 44 countries.

## 2018 - THE HIGHLIGHTS

- What you can't get  
anywhere else!

### CNN Live Stream



CNN Live stream: Featured live on **CNN's News Stream**, show the summit reached millions across the world.

### FOOTBALLER LAUNCHES CELEBRITY TOKENS



Michael Owen, former **England and Manchester United** Football player talks tokens and fan engagement through blockchain.

### YOUTUBE CELEBRITY HOSTS OPEN STAGE



Youtube Channel Coldfusion Founder, **Dagogo Altraide** (over 1.5million subscribers) hosts opens stage in expo.

### GLOBAL LEADERS EXCHANGE IN PARTNERSHIP WITH PWC



Brought together **global stakeholders** to set global standards and regulations that can be adopted worldwide to have a unified governing system for blockchain.

### FREE BLOCKCHAIN 101 WORKSHOPS, HOSTED BY CONSENSYS



Each 101 workshop provided attendees with a **1 hour crash course in blockchain technology**, it's application and potential for improving people's lives

### 687 Meetings Booked @CONNECT LOUNGE



**687 meetings** were facilitated by the summit team, helping attendees and vendors make meaningful relationships and close deals

2018 INFLUENCERS

AND CELEBS



**Michael Owen**

3.89m

Followers



**Brock Pierce**

55.5k

Followers



**Ken Rutkowski**

1.15m

Followers



**Imogen Heap**

1.98m

Followers



**Alex Tapscott**

22.5k

Followers



**Dagogo Altraide**

1.5m

Subscribers



**Blockchain Beardguy**

17k

Subscribers

Total social following  
from speakers

**15.6m**



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**#DXBONTHEBLOCK**

## 2018 - THE BUZZ

- Our reach in the launch year was exciting!



### PR



**US\$1.14m**

Print PR value



**US\$12.6m**

Online PR value



**US\$161,447**

Broadcast PR value



**US\$4.6m**

Total AVE value



**US\$13.9m**

Total PR value



### Digital Advertising



**10.4m**

Display Impressions



**155k**

Unique Website Visitors



**475,000**

Page views Website



### Traditional Media



**Outdoor advertising**

**1.6m** Views per day



**TV coverage**

Live across Asia and MENA through CNN and CNBC Arabia



**3 weeks of primetime**

morning broadcasting on City FM 101.6 (Hindi), Al ARABIYA 99, Virgin Radio 104.4, Dubai Eye 103.8e 103.8



**3.5m**

Circulation from Print Ads



PR BOARD



**BLOCKTECH APP**



**BLOCKTECH DUBAI**

**2,279**

Total App download

**50.6%**

of attendees were actively engaged on the App.

CNN LIVE STREAM



Dubai  
4:38 PM

**DUBAI TECH**

**EXPLORING NEW OPPORTUNITIES WITH BLOCKCHAIN**

Samuel Burke | **CNN Money** Business & Technology Correspondent

**LIVE**  
**CNN**

SMP AST ▲ 48.10

futureblockchainsummit.com



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#DXBONTHEBLOCK

SHAPING THE FUTURE  
OF THE INDUSTRY



دبي الذكية  
SMART DUBAI

[ blockchainchallenge ]

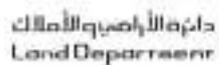


246  
Students  
from

12  
Universities

## 2019 - OUR PARTNERS

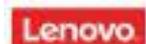
### STRATEGIC PARTNERS



### STARTUPS



### LEVEL 1 PARTNERS



### LEVEL 2 PARTNER



### LEVEL 3 PARTNERS



# 2018 - OUR LAUNCH EDITION PARTNERS

## STRATEGIC PARTNERS



## LEVEL 1 PARTNERS



## LEVEL 2 PARTNERS



## LEVEL 3 PARTNERS



## BAG SPONSOR



## COMMUNITY PARTNER



## CONTENT PARTNER



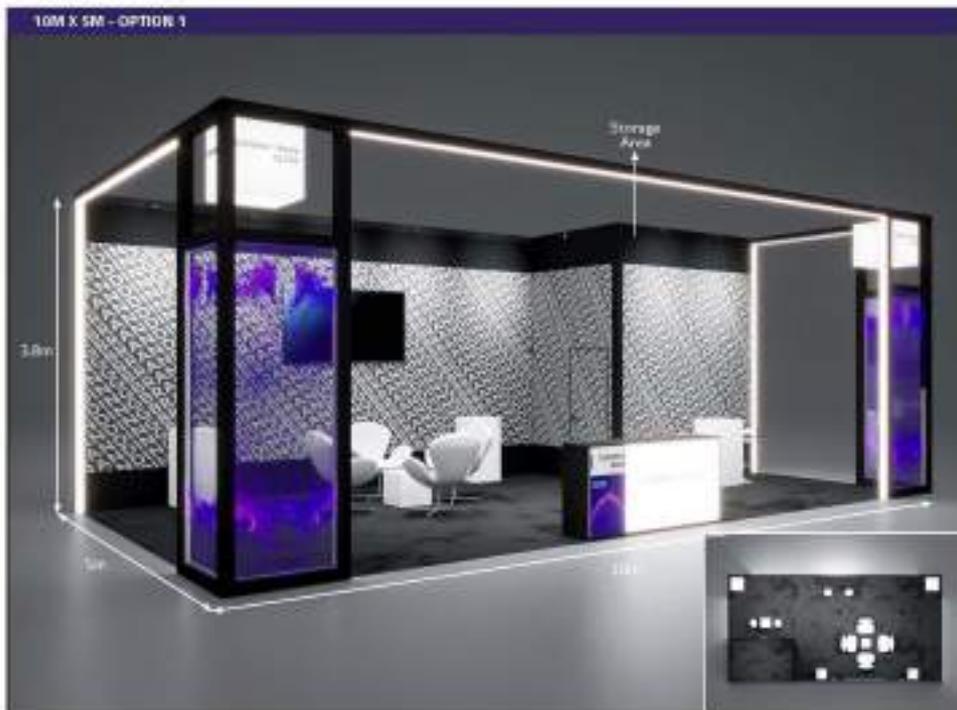
## GLOBAL LEADERS EXCHANGE SPONSOR



## STARTUPS



## EXAMPLE OF 50 SQM SPACE STAND



FUTURE  
BLOCKCHAIN  
SUMMIT  
مؤتمّر مستقبل البلوك تشين

### INCLUSIONS

- 2 x Cube Lightbox with Company Name (0.6m x 0.6m)
- 1 x Counter with Company Logo
- 4 x Stools
- 1 x Workstation (Podium)
- 4 x Swan Chairs
- 1 x Coffee Table
- 8 x Spot Lights
- 3 x Outlet (13amp)

### EXCLUSIONS

- Printed branding on panels:
  - 1 Panel of 5.00m(w) x 3m(h)
  - 1 Panel of 3m(w) x 3m(h)
  - 2 Panels of 2m(w) x 3m(h)
- TV Screens

### NOTE:

- This example is included within your per m<sup>2</sup> rate, with any "pro-rata" charges accommodated where possible.
- Additional requirements can be purchased upon request via contacting your Account Manager or DXB Live directly.
- Please ensure you check your number of open sides on your stand.
- If you do not brand your panels, it will be roller paint black finish.

FUTURE  
BLOCKCHAIN  
SUMMIT  
قمة مستقبل البلوك تشين

OUR EXPERIENCE AT  
THE SUMMIT HAS BEEN  
AMAZING, ACTUALLY  
THIS IS THE BEST EENT  
WE HAVE VISITED SO FAR.

**VITOMIR JEREVOIC**  
Founder & CEO - VR ALL ART  
(Exhibitor)

Organised by



Official Host



CONTACT

THE TEAM

**GENERAL & PARTNERSHIP ENQUIRIES**

**Nisha Ramisetty, Director – Conferences**

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