



CRYPTO  
OASIS



# EDUCATION & RESEARCH

EXTRACT FROM  
**CRYPTO<sup>2</sup>**  
**OASIS<sup>0</sup>**  
**ECOSYSTEM<sup>2</sup>**  
**R E P O R T<sup>3</sup>**  
UNITED ARAB EMIRATES

DLT  
SCIENCE  
FOUNDATION

SPRING  
SPRING  
**SPRING**  
SPRING  
EDITION



An aerial photograph of the Burj Khalifa, the world's tallest building, standing prominently in the center of the Dubai skyline. The building's distinctive tiered structure and spire are clearly visible against a clear blue sky. Surrounding the Burj Khalifa are other modern skyscrapers and commercial buildings, some with curved glass facades. In the foreground, a multi-lane highway with several overpasses is filled with cars, indicating a busy urban environment. The overall scene captures the architectural grandeur and urban density of Dubai.

DLT  
SCIENCE  
FOUNDATION

The DLT Science Foundation (DSF) is a non-profit organisation committed to promoting the growth and adoption of distributed ledger technology (DLT).

Our mission is to help create a more equitable society with the adoption of DLT and **other exponential** technologies - which starts with fostering a more **open and sustainable innovation ecosystem**. We foster collaboration and investment in this ecosystem to ensure blockchain technology reaches its **full potential**.

We continue expanding our robust and growing ecosystem of developers, academic institutions and industry leaders. Alongside our grant program for academic institutions, the foundation is also developing research initiatives, policymaker engagement, and educational partnerships to further our mission.

Visit us to learn more at [DLTscience.org](https://DLTscience.org) 

DLT  
SCIENCE  
FOUNDATION

Building Trust,  
Discovering Truth



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## HOW CRYPTO OASIS IS TRANSFORMING THE BLOCKCHAIN LANDSCAPE

Over the last few years, the Blockchain industry has witnessed significant growth and evolution, and the UAE has emerged as one of the leading destinations for Crypto and Blockchain-related businesses. Witnessing this first hand we started referring to the region of Middle East and North Africa to give it an identity of its own as the Crypto Oasis, which has now established itself as a global Blockchain Ecosystem fostering innovation in the UAE.

In its second edition, the Crypto Oasis Ecosystem Report 2023 showcases the significant progress and achievements of the Crypto Oasis in establishing itself as the fastest growing Blockchain Ecosystem globally, with over 1,800 organisations identified as of Q1 2023. In partnership with the DLT Science Foundation and Roland Berger as well as report-in-reports from Venom and Chainalysis, our report highlights the massive surge in institutional and individual adoption in the crypto industry, as well as our contribution and assistance to Blockchain and Web3 organisations in accessing resources and expertise to navigate the complex and rapidly evolving landscape.

One of the factors contributing to the success of the

Crypto Oasis Ecosystem is the regulatory environment in the UAE, which has been stable, predictable, and favourable, enabling local and international players to setup operations. The UAE's focus on disruptive technologies positioned it as a modern-day renaissance hub. With AI, the Metaverse and Web3 at the forefront of cutting-edge disruption, Dubai is at the heart of this Ecosystem, epitomising creativity, and innovation essential for progress in the digital space.

According to the Chainalysis input in our report Crypto currency transactions in the UAE are largely driven by early-adopters looking to make investments, as opposed to everyday citizens who buy Crypto out of necessity in other regions.

To build Ecosystems within Ecosystems, we built several ventures and IPs that target different aspects of the Industry. Our Web3 Meta-Community, arte, has had over 60 meetups in the past year, with over 120 projects presenting at these meetups. We have also hosted thought leaders in the Web3 industry at more than 13 arte Talks, which take place at the Theatre of Digital Art in Madinat Jumeirah every other week. Furthermore,

we continuously host major players in the Blockchain space like Ethereum, Casper Labs, Dfinity, and Solana for fireside chats at Crypto Oasis meetups in DIFC, which focus on Protocol founders and CEOs.

Another recent initiative launched at the Crypto Oasis Ecosystem night in March 2023 is the Crypto Oasis Games Guild. The objective of this initiative is to build an ecosystem for the gaming industry in Web3. With partners like Epic, Unity and QORPO Gaming Studios and support from major players in the Ecosystem like Polygon we have been able to launch with 18 founding members from all over the globe. The initiative currently in its growth phase will be building on the thought leadership of its members and promoting cross-collaboration and partnerships between industry players.

To build on the success of previous ventures and Ecosystems, we are launching a new initiative in commitment to the UAE's COP28 initiative. The new initiative, called The Green Block, is an Ecosystem for the ESG part of Web3 that aims to foster a sustainable future by bringing together innovators and entrepreneurs to develop and implement solutions that promote environmental sustainability and social responsibility.

The Green Block focuses on promoting, leading, and connecting this part of the industry to align with the goals of the UAE.

Additionally, the Crypto Oasis has served as the Ecosystem partner at events in the region, including the Future Blockchain Summit, Superverse, Dubai Metaverse Assembly, and Art Dubai, among others. Crypto Oasis is also a Web3 Ecosystem partner at the Dubai Fintech Summit, where this second iteration of the Crypto Oasis Ecosystem Report is launched.

In conclusion, the Crypto Oasis Ecosystem Report 2023 highlights the incredible progress and achievements of the Crypto Oasis in establishing itself as a leading Blockchain Ecosystem globally. The report showcases the massive growth and adoption of Blockchain and Web3 technologies, as well as Crypto Oasis commitment to supporting the development and success of Blockchain and Web3 entrepreneurs and organisations. With its vibrant community, favorable regulatory environment, and thriving start-up Ecosystem, the UAE is poised to become a global hub for the crypto industry, and we are proud to be at the forefront of this transformation.



# CRYPTO OASIS ECOSYSTEM REPORT 3

UNITED ARAB EMIRATES

## PROJECTS & STARTUPS

### GLOBAL PROTOCOLS



### DIGITAL ASSETS INFRASTRUCTURE



### WEB3 INFRASTRUCTURE



### ESG



### DEFI

### NFT PLATFORMS



### METaverse



### WEB3 GAMING



## EDUCATION & RESEARCH

## SERVICE PROVIDERS

## GOVERNMENT & ASSOCIATIONS



### NEWS & MEDIA



### UNIVERSITIES & INSTITUTES



### VENTURE CAPITAL



### TECHNOLOGY & ADVISORY



### LEGAL & COMPLIANCE



### INCUBATORS & VENTURE BUILDERS



### FINANCIAL INDUSTRIES



### OTHER INDUSTRIES



### ECONOMIC ZONES



## INVESTORS & COLLECTORS

SPRING  
SPRING  
SPRING  
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EDITION



# EDUCATION & RESEARCH



## UNIVERSITIES & INSTITUTES

Emerging Technologies, such as AI, Data Science and Block-chain have created a skill gap in today's workforce. The World Economic Forum is expecting that more than 50% of the workforce will need to be reskilled by 2025. Universities are a key element of that reskilling exercise.



## UNIVERSITIES

## Abu Dhabi University (ADU)



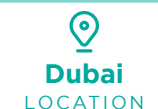
The mission of ADU is to offer highly rewarding, career oriented undergraduate and graduate degree programs aligned with the needs of United Arab Emirates and the region through excellence in teaching, student learning, faculty scholarship and engagement in community development. In a bid to broaden its Blockchain technology programs, ADU signed a Memorandum of Understanding (MoU) with Sire, a fifth generation Blockchain Ecosystem, to strengthen Blockchain education, research and entrepreneurship.

Abu Dhabi  
LOCATION

## Hamdan Bin Mohammed Smart University



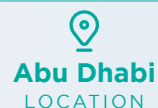
Hamdan Bin Mohammed Smart University, the first smart university in the United Arab Emirates, was established in 2002. The President of the university is the Crown Prince of Dubai, Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum. Hamdan Bin Mohammed Smart University presented certificates through Blockchain for the 3rd batch of Emarati Programmer graduates.

Dubai  
LOCATION

## Mohamed Bin Zayed University of Artificial Intelligence (MBZUAI)



MBZUAI is a graduate-level, research-based academic institution located in Abu Dhabi, United Arab Emirates. The current president, Professor Eric Xing, joined in January 2021. Sir J. Michael Brady served as the founding, interim president. MBZUAI conducts active research in the field of Cryptography and Blockchain.

Abu Dhabi  
LOCATION

## Rochester Institute of Technology of Dubai (RIT)



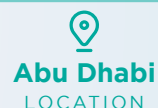
RIT of Dubai is a satellite campus of RIT, New York, USA, in Dubai, United Arab Emirates. The college is located in the Dubai Silicon Oasis and started offering part-time graduate courses in Fall 2008. Two students from RIT Dubai have created a new media platform to deliver trusted information and practical education on Cryptocurrency markets for GCC investors.

Dubai  
LOCATION

## United Arab Emirates University (UAEU)



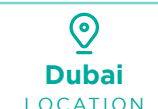
UAEU is a public research university located in Al Ain, United Arab Emirates. It is the oldest university in the United Arab Emirates. It was established in 1976 after independence from Britain by the founding father of the UAE, the late Sheikh Zayed bin Sultan Al Nahyan. UAEU was one of the first universities to announce the roll-out of Blockchain applications to manage digital academic records of all students.

Abu Dhabi  
LOCATION

## University of Dubai (UD)



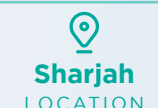
UD is a student-centered institution whose primary mission is providing quality education. UD's international accreditations, AACSB and ABET, are a gold standard in the field of higher education. By offering affordable tuition rates for undergraduate and graduate programs, the University of Dubai offers a competitive alternative to other higher learning institutions in the region. The University of Dubai stores students' academic credentials on a Blockchain platform.

Dubai  
LOCATION

## University of Sharjah (UoS)



UoS was established as a non-profit institution for higher education in October 1997 by His Highness Sheikh Dr. Sultan Bin Mohammed Al Qassimi, Member of the Supreme Council, Ruler of Sharjah and President of the University. UoS is a comprehensive academic institution with a distinctive learning style and a global vision. University of Sharjah utilizes BSV Blockchain to verify academic certificates.

Sharjah  
LOCATION

Swiss Academy

الأكاديمية السويسرية

PIONEERING THE FUTURE OF BLOCKCHAIN  
EDUCATION AT SWISS ACADEMY

Since 2005, Swiss Academy has been operational in the UAE, offering courses in legal and financial matters. In response to global changes, the academy has expanded its offerings to include courses in the Crypto/Blockchain field and compliance. Initially located in Dubai Knowledge Village, Swiss Academy moved to the Swiss Tower in the DMCC/JLT area in 2020 and is approved by KHDA, the Dubai authority responsible for universities and higher education. It quickly adapted to the constraints of the COVID crisis and began offering training using video conference technology with students from dozens of countries. Most of the courses are fine-tuned to meet the specific demands of companies.

Swiss Academy has gained a reputation for excellence in research and education across various disciplines. In recent years, it has become increasingly committed to fostering thought leadership and innovation within the Blockchain and Cryptocurrency sectors. With the rapid growth of the Crypto Ecosystem, Swiss Academy's dedication to empowering the next generation of Blockchain leaders has never been more crucial.

Swiss Academy uses its excellent links with the Crypto Valley in Zug, Switzerland, which, thanks to the legal framework in Switzerland, has become a leading jurisdiction for these new developments. Many entities in the Crypto Valley have recognized that the UAE and, above all, Dubai and the Abu Dhabi Global Market (ADGM) are adapting well to these new technologies. Therefore, the

Crypto Oasis was set up, attracting many global providers to make the UAE a regional hub. This development is also important for the regional financial sector, where the UAE has already become the leading financial sector between Singapore and Europe.

## Swiss Academy: A Beacon for Blockchain Education

Swiss Academy recognises the transformative potential of Blockchain technology in a wide range of sectors, including finance, supply chain, and governance. With the goal of providing students with the knowledge and skills necessary to navigate this fast-evolving landscape, the institution is developing several specialised programs, courses, and workshops catering to various levels of expertise.

One notable program is the Blockchain Master's Degree, which combines theoretical understanding with practical applications to equip graduates with the skills they need to lead in this ever-changing field. The curriculum encompasses everything from the fundamental principles of Blockchain technology to advanced topics like smart contracts, Decentralised finance (DeFi), Non-Fungible Tokens (NFTs), and the Metaverse.

In addition to degree programs, Swiss Academy offers professional development courses, such as the Blockchain for Business program, designed to help professionals understand the potential of Blockchain in their industries



and adopt innovative strategies to drive growth. The institution also hosts workshops and seminars in collaboration with leading business councils and Blockchain leaders in the UAE, such as Crypto Oasis Labs, to foster knowledge-sharing and collaboration within the Blockchain community.

#### Collaborations and Partnerships

A crucial aspect of Swiss Academy's success in Blockchain education is its strategic partnerships with key players in the crypto Ecosystem. By collaborating with industry leaders, the institution ensures that its programs remain relevant and cutting-edge, addressing the most pressing needs of the market.

#### Some Notable Partnerships Include:

**Crypto Oasis Labs:** Swiss Academy has teamed up with Crypto Oasis Labs to offer advanced courses in the Crypto/Blockchain field, including smart contracts and DApps. This partnership allows students to learn from the creators of the world's leading jurisdictions, ensuring they are well-versed in the latest advancements in Blockchain technology.

**IFZA (International Free Zone Authority):** The Swiss Academy cooperates closely with IFZA, which has become a leading center to welcome companies in this new technology field, which is also ideal to accommodate companies from jurisdictions that have difficulties applying the global Economic Substance rules, which demand that they have real offices with real employees to create, deploy, and maintain various Blockchain applications.

#### Research and Innovation:

The Swiss Academy's dedication to Blockchain education extends beyond teaching, as it encompasses research

and innovation. The institution proactively encourages and supports research initiatives that explore novel and innovative applications for Blockchain technology. To establish a culture of research and development, the Swiss Academy intends to offer research grants and funding for promising projects with the potential to revolutionise various sectors, ranging from finance and supply chain to healthcare and education.

In addition, the Swiss Academy frequently participates in Crypto/Blockchain Innovation Conferences, which bring together industry experts, academics, and thought leaders to discuss the latest trends and advancements in the world of Blockchain. These events provide an excellent platform for knowledge exchange, networking, and collaboration, fostering strong connections between the academic community and the Blockchain industry to drive innovation and progress.



**Urs Stirnimann**  
Chairman, Swiss Academy

## INSTITUTES

	<b>Al Mawakeb</b> Al Mawakeb Schools is an international school system in Dubai, United Arab Emirates. Serving grades Kindergarten through 12, it is managed by Academia Management Solutions International (AMSI). Its high school program uses a U.S. curriculum. As of 2017, the school system has a total of 10,000 students. The school system itself began in 1979. Al Mawakeb Schools is among the first schools in the UAE to Implement Blockchain-based Digital Academic Credentials for Students.	 <b>Dubai</b> LOCATION
	<b>Arab Youth Center</b> The Arab Youth Center (AYC) was established to realise the vision of His Highness Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs, to empower young Arabs and address their needs. The center offers a unique platform to develop youth capabilities and support innovation and creativity among youth. The Arab Youth Technology Fellowship is an initiative under Arab Youth Center that enables its participants to learn about emerging technologies as AI and Blockchain.	 <b>Dubai</b> LOCATION
	<b>Excellence Swiss Blockchain</b> Excellence Swiss is a premium Swiss brand that has been generating prosperity for its stakeholders and consumers. Today, Excellence Swiss sees an extraordinary opportunity on how future technologies such as Blockchain, Artificial Intelligence, and Internet of Things will influence and shape our future to the better. The proven results of the sciences that Excellence Swiss Group uses and their motto "Prosperity for All" gave rise to Excellence Swiss Blockchain with the aim of providing business-oriented Blockchain Advanced trainings.	 <b>Dubai</b> LOCATION
	<b>Geek Express</b> Geek Express is an online learning platform enabling K-12 students with accredited technology skills through a frictionless journey that guarantees convenience for parents and engagement for students. Students enjoy a gamified journey where they get to develop their own apps, AI programs, and 3D games, guided by Microsoft-certified trainers. They also earn certificates approved by KHDA Dubai, and STEM USA. Their platform sets the model of a futuristic global school of 21st century skills.	 <b>Dubai</b> LOCATION
	<b>IEEE</b> IEEE is one of the world largest professional associations dedicated to advancing technological innovation and excellence for the benefit of humanity. IEEE and its members inspire a global community through its highly cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted "voice" for engineering, computing and technology information around the globe.	 <b>Dubai</b> LOCATION
	<b>Swiss Academy</b> Swiss Academy is a professional training institute with the mission to transfer, integrate, and apply international knowledge with Swiss excellency in order to support local institutions and entrepreneurs, enabling them to benefit from growing opportunities in their markets. In 2023, Crypto Oasis and Swiss Academy collaborated to provide KHDA-endorsed Blockchain programs.	 <b>Dubai</b> LOCATION
	<b>Swiss Business Council</b> The Swiss Business Council (SBC) is a non-profit organisation, licensed by the UAE Chambers of Commerce & Industry, and established in 1996. Since its creation, it has successfully promoted the interests and activities of companies and individuals with connections between the UAE and Switzerland. Actively supporting the bridge between Crypto Valley and Crypto Oasis.	 <b>Dubai</b> LOCATION

## COLLABORATIVE EDUCATION AND TRAINING: PREPARING EUROPE AND THE UAE'S WORKFORCE FOR THE BLOCKCHAIN REVOLUTION

Collaborative Education and Training: Preparing Europe and the UAE's Workforce for the Blockchain Revolution

The time has come to prepare for the future for the next wave of global and distributed talent pool.

The UAE has made significant strides in developing a strong knowledge economy, but there are still gaps in education and training that need to be addressed to be ready for what's coming next. We have seen early collaborative efforts between governments, businesses, NGOs and academia to bridge these gaps by providing opportunities for learning blockchain, but education takes time. Developing programs that teach skills needed for careers in this field; connecting people who have relevant experience with those who don't yet have it; and providing access to resources like funding or hardware so they can experiment with new ideas without having too much risk on their own shoulders, this is the goal!

Collaborative education and training provide access to resources that may not be accessible otherwise, such as industry experts, mentors and peers.

You can learn from each other by sharing experiences and knowledge. This will give you the opportunity to develop new skills in areas such as blockchain technology or digital currencies which are becoming increasingly important in today's world economy.

Collaborative education allows you to gain a better understanding of how different industries operate so that when it comes time for you to find yourself a job after graduation, there will be no surprises when it comes down to choosing between offers from different companies (or even industries).

The European Union (EU) is home to some of the world's most advanced economies. As such, it's no surprise that many of these countries are looking to blockchain technology as a way to improve their talent pool and prepare for future economic growth.

In fact, according to a recent study conducted by PwC UK, 65% of businesses plan on investing in blockchain technology within the next three years. However, this doesn't mean that every company in Europe has adopted distributed ledger technologies yet; there are still many who have yet to take advantage of what DLT offers them - or even understand what it means for their industry! To help bridge this gap between knowledge and actionable steps toward implementing DLT into everyday life at work or school environments across Europe (and beyond), we've compiled some resources below where one can learn more about collaborative efforts taking place across our continent right now:

The UAE's human resource is comprised of approximately 12 million people, with more than half of them living in Dubai. The country has one of the highest rates of literacy in the world and has been ranked as having one of the best education systems by several international organizations. The UAE is also home to some of the most innovative companies in the world, including Microsoft and IBM who have both made investments into blockchain technology through initiatives like Blockchain Labs and Hyperledger Fabric respectively. These companies are working together with government agencies such as Dubai Future Accelerators (DFA) who aim to accelerate innovation through collaboration between industry experts and government bodies such as Smart Dubai Office (SDO).

In addition to these initiatives there are also many existing collaborations between private sector entities within Dubai

itself; including partnerships between universities such as NYU Abu Dhabi University which offers courses focused on blockchain technology development skills training alongside other skillsets relevant for this emerging field such as artificial intelligence programming languages like Python or Javascript.

By providing increased efficiency and transparency, organizations have the opportunity to work together seamlessly, regardless of their size or location. Blockchain technology can be applied in many different industries; examples include education, healthcare and finance.

We need to develop new skills and knowledge, to teach and supply people with new skills needed. This can be achieved through education and training programs that are tailored towards specific roles within the industry. The majority of larger companies in the Web3 space are moving towards the UAE, getting them involved should be a priority. Partnerships between governments, universities, businesses and NGOs can help facilitate these initiatives by providing resources that allow people from all backgrounds access to these programs. The UAE's Ministry of Human Resources & Emiratization has already announced plans to launch an educational initiative called "Smart Nation 2020" which aims at building a smart society through innovative technologies such as artificial intelligence (AI), robotics, big data analytics etcetera; as well as developing new job roles like data scientists who will work with AI systems in different sectors such as healthcare or finance.

The role of governments in collaborative education and training is to create a supportive environment, set standards, and fund initiatives. This can be done through legislation that ensures the protection of intellectual property rights (IPR) and creates an enabling environment for blockchain technology adoption. It also includes providing incentives for businesses to invest in digital transformation projects by reducing taxes on profits generated from such activities or providing tax breaks for R&D expenditure related to blockchain technologies.

Governments play an important role by funding educational institutions that are focused on developing curricula around emerging technologies such as blockchain or artificial intelligence (AI). The UAE government has taken

steps towards this goal by launching its own university called "UAE University" last year; it plans to offer courses related specifically on these topics within five years' time. There is a number of great initiatives available, it is just about connecting the right dots.

To prepare a good blockchain educational hub, businesses need to invest in training and development. They can do this by providing resources like funding or space, as well as creating job roles that are relevant to blockchain technology. Businesses should also work closely with educational institutions on collaborative projects such as apprenticeships and internships so that students can get hands-on experience with real world applications of blockchain technology before they graduate from university.

The role of educational institutions in collaborative education and training is to develop courses and programs, provide resources, set standards and ensure quality assurance. They can also help students gain access to new technologies by providing them with the necessary skillsets required for this emerging field.

It's time to get involved! The UAE government has been proactive in its approach to blockchain education, but there is still much work to be done. We have outlined some of the challenges facing both Europe and the UAE to build a well-functioning blockchain educational infrastructure. Collaboration between governments, academia and industry is key if we want our societies to benefit from blockchain technologies in their full potential.



**Nikola Stojanow**  
Partner, Meta Change Capital



## NEWS & MEDIA

News and media play a crucial role in any industry as they influence public perception, shape policy and drive consumer behaviour. Up-to-date information and analysis of the latest developments and trends is an essential part of the Crypto and Blockchain industry. The media educates the public and businesses about the benefits, risks, and potential of Blockchain technology and is responsible for promoting a better understanding of the complexities in the industry while dispelling myths and misconceptions.

Gulf Business

UNLOCK  
MEDIA

Khaleej Times

CRYPTO  
P RThe  
National

Gulf Today

Arabian  
Business

GULF NEWS

COINTELEGRAPH  
عربي



## MEDIA OUTLETS HAVE THE POWER TO SHAPE THE NARRATIVE AROUND CRYPTOCURRENCIES

Blockchain and Cryptocurrencies have been rapidly gaining traction over the past few years, and media outlets have a crucial role to play in shaping the narrative and educating the public. In the MENA region, Unlock Blockchain has been at the forefront of increasing awareness and educating the public about the benefits and risks of Cryptocurrencies since 2017. However, despite their efforts, they remain a small outlet compared to mainstream media.

However, mainstream media outlets in MENA may not have invested enough resources or effort into covering this emerging industry. The main reason behind this is that regulation in the Crypto space was unclear until late 2022, making it difficult for media outlets to invest and report on an unregulated industry. Media professionals must navigate strict laws surrounding reporting on sensitive topics, which creates a challenging environment for them to report on the crypto industry in a transparent and informative way.

Furthermore, the income flow from crypto companies is not as sustainable as traditional industries such as banking, real estate, and services. This results in limited advertisement spending and minimal financial incentives for professionals to report on the Crypto industry.

Despite these challenges, it is crucial for media outlets to address several topics when covering the Crypto industry. These include the exponential growth of venture capital firms without a proven track record, as well as the real size of money being deployed for investments and the successful implementation of Blockchain technology in disrupting legacy systems such as payments and lending. By offering their audience a glimpse into the future of finance, media

outlets can drive greater adoption and investment into the market.

In the UAE, media outlets have a significant responsibility to cover the Crypto industry and promote the country's efforts to attract major industry players. While the UAE is leading the world in attracting such players, the local media often fails to keep up with the same speed. It is important to remember that these companies are not solely in the UAE for the local market, but also for their global and regional roles. Therefore, media responsibility goes beyond borders to promote UAE efforts and educate a wider audience about what the country has to offer.

Despite the challenges faced by media outlets, Unlock Blockchain remains committed to educating the public in the MENA region. As the crypto space continues to grow and evolve, the role of media outlets in shaping the narrative and increasing awareness becomes increasingly important.



**Walid Abou Zaki**  
Founder & CEO, Unlock Blockchain

### Gulf Business

Gulf Business is a familiar choice for decision makers, business leaders, innovators and high-ranking officials in the GCC region and globally. As one of the leading in the region business magazine, Gulf Business offers incisive reports, landmark interviews and in-depth analysis. The brand also has a strong digital presence. Gulf Business has hosted WEB3 Tech Awards in September 2022 and is engaged in releasing its own Blockchain focused magazine: Gulf Business Crypto.

**Dubai, DED**  
LOCATION



### CNBC

CNBC, Inc. provides business news in the United States and Canada. CNBC Arabia covers the GCC and Arab World. It provides real-time financial market coverage and business information. The company, provides real-time market analysis; video programming daily; industry and topic-specific blogs; cnbc.com live stream, a long-form scheduled programming of events, charts and investing tools.

**Dubai, DED**  
LOCATION



### Unlock Blockchain

Unlock provides information, intelligence, insights and news pertaining to the Blockchain sector. They are a relevant source of news and data in the evolution of the Blockchain Ecosystem in the MENA region and globally. They encourage Blockchain's disruptive innovation through their support of startups, investors, developers, and clients.

**Dubai, DED**  
LOCATION



### Crypto PR

Crypto PR is a Blockchain and digital transformation advisory firm with an active footprint in the UAE, with current operations in Dubai, New York, and Hong Kong. They support, advise, and manage campaigns for Crypto projects, corporate and financial entities, academic and Governmental institutions.

**Dubai, DED**  
LOCATION



### Arabian Business

Arabian Business is a trusted source for informed news, features, and commentary. Eighty journalists – based in the Middle East and Europe – write for the site, covering sectors as diverse as construction, banking, technology including Blockchain and Web3 in both English and Arabic. As an online portal, they operate 24hours a day – and their 'AM' and 'PM' e-newsletters deliver the top headlines to break to key decision makers in the region.

**Dubai, DED**  
LOCATION



### Gulf News

Gulf News, a bestselling English newspaper in the UAE, is published by Al Nisr Publishing LLC. The company is also home to one of the most visited news website in the UAE, gulfnews.com. Al Nisr Publishing LLC also publishes a wide range of consumer lifestyle magazines in print and online. Gulf News curates a Cryptocurrency and Blockchain dedicated news section to inform readers on current market events.

**Dubai, DED**  
LOCATION



### Gulf Today

Gulf Today is an English-language daily newspaper based in Sharjah, the United Arab Emirates. It is one of the four UAE broadsheet newspapers. The newspaper was launched on 15 April 1996 by brothers Taryam Omran Taryam and Abdullah Omran Taryam, owners of Dar Al Khaleej for Press, Printing and Publishing. Gulf Today curates a Cryptocurrency and Blockchain dedicated news section to inform readers on current market events.

**Sharjah**  
LOCATION



## WEB3 FOR INCLUSION AND EQUITY

Marshal McLuhan's prophesied global village has become reality. We all benefit every day in countless ways from connectivity with our communities and easy availability of vast amounts of information. Tasks that required letters and errands are finished in a few clicks. What's not to like about it? Well, for one thing: The simple fact that Internet users are supplying the most precious commodity of our age – data – and receiving nothing in exchange. But Web3 can change the exchange.

The first incarnation of the Internet was all about affording users access to content. Web2 has enabled greater interaction and participation. Web3 ushers in a world of possibilities for financial and social inclusion – but it won't happen by itself.

**Data Ownership**

Web3, coined by Polkadot founder and Ethereum co-founder Gavin Wood in 2014, refers to a Decentralised online Ecosystem based on Blockchain. But what exactly does it mean? At its core, Web3 is about enabling users to take ownership of data and profit from their use.

Token issuance can be the No. 1 driver of the transition to data ownership. While Internet users currently hand over vast amounts of data in exchange for convenience alone (e.g. one-click buying), Web3 users could come to expect no less than fair and transparent compensation for the data they deliver.

This compensation can take many forms – not all of which are monetary – but tokenization is an essential

element of any equitable solution. One important example is healthcare. Medical data enable better healthcare outcomes, a basic human right and UN Sustainable Development Goal No. 3. Through token issuance, users can choose to donate their data and/or sell them to commercial enterprises like big pharma players. Underserved populations can become more attractive to healthcare service providers on the basis of the huge data pools they offer.

**Cui Bono?**

People and organisations will always follow their best interests. This is a central tenet of economics and, in and of itself, nothing wrong – provided certain guardrails are in place. That's why stakeholders must be incentivized to ensure that the positive effects of Web3 take shape. Decentralised governance works if – and only if – all players see greater individual profit in caring for the commons than in simply taking advantage of it with an attitude of “Après moi le deluge.”

To make this unsustainable stance obsolete, we must reach a critical mass of online service providers that offer users tangible compensation in form of tokens. Only then will exploitative business models become unviable, as users will naturally gravitate toward a good deal. Maintaining a sustainable commons of Web3 users/contributors supported by all stakeholders then becomes a common (self-) interest.

**Give and Take**

Whether offering up data on consumer behavior,

healthcare or politics, each and every stakeholder within the network delivers value. In this sense, all play by the same rules and benefit mutually. As we move into the Metaverse era, with intensified interaction in areas like entertainment, service provision, healthcare and industrial maintenance, this socioeconomic accord becomes even more important.

To take full advantage of the Web3 world, Internet and Metaverse users will – by necessity – share more details than ever. The interface between the physical sphere and the virtual, 3D world is predicated on trust and shared interests. Empowered users can, and should, carefully calculate what they are receiving in exchange for their data.

As demonstrated by the browser Brave, this need not be complicated. While conventional browsers capture data and deliver advertisements, Brave blocks cookies and ads. And it offers users compensation for looking at promotional content. Users are free to sign on to the program, but can also use the browser without it. This could be a potential model for an inclusive and equitable Web3 world.

**Moore to Come**

As Moore's Law tells us, data processing power doubles about every two years. Web3 and Metaverse evolve, we will see many different models emerge. Some will move the ball forward, some won't. In any case, there's no turning back. But does this mean the exploitative data regime of Web1 and Web2 is over? That remains to be seen.

A Web3 world that welcomes all stakeholders on an equal basis can power the greatest advantages of the technology. Service providers need to be incentivised to offer fair and equitable user experiences. Users need to understand which data they are supplying and why. As the cumulative mass of data increases, so do the

benefits to all involved.

While tokenization is currently focused on areas like gaming and NFT issuance, we may not be far from the tipping point where it will become mainstream. This is a potential game-changer. With tokenized data ownership as the norm, Web3 users would have the additional option of trading among themselves in tokens. This would not only enable zero-cost, real-time transactions, but also facilitate financial participation to the many unbanked members of societies across Africa and Asia. The Web3 universe and Metaverse can then begin to deliver what Marshal McLuhan's global village envisaged: inclusion and equity on a worldwide scale – no entry barriers.



**Navroop Sahdev**  
Founder & CEO, The Digital Economist

**Khaleej Times**

Galadari Printing and Publishing Co. L.L.C is the publishing house of one of the UAE's leading English dailies, the Khaleej Times. The newspaper was launched in April 1978. Their website launched in 1997, is one of UAE's leading English digital news platforms, and, along with a wide network of social media platforms, reaches 15mn+ users on a monthly basis. Khaleej Times curates a Cryptocurrency and Blockchain dedicated news section to inform readers on current market events.

**Luna PR**

Luna PR is a global marketing and PR agency focusing on Blockchain Fintech, space tech, emerging tech, medtech, E-Sports and green tech. They work with events, startups, and businesses to bring the right exposure to your brand, increase awareness and reputation in markets worldwide. A division of Luna Management, their diverse and experienced team combines their knowledge in technology and communication to provide a customized yet simple plan to suit each client's needs.

**The National**

The National is a private English-language daily newspaper published in Abu Dhabi, United Arab Emirates. The newspaper is owned by Sheikh Mansour bin Zayed Al Nahyan, the deputy prime minister of the United Arab Emirates and member of the royal family of Abu Dhabi. The National curates a Cryptocurrency and Blockchain dedicated news section to inform readers on current market events.

**Cointelegraph**

Cointelegraph covers everything FinTech, Blockchain, Bitcoin, bringing the consumer the latest news, prices, breakthroughs and analysis from across the future of money. Cointelegraph's up-to-date news and information will help the client understand everything about the ever-evolving world of digital currencies, whether they are a newbie to Cryptocurrencies or looking for the newest ways to beef up their digital wallet.





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