

Blockchain Technology No Longer Can Be Ignored — Or Can It?

Blockchain Council

SPEAKERS



Maarten Ectors
Blockchain Advisor - Ex
Chief innovation Officer
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[HUMAN Protocol](#)
Foundation



Giovanni Franzese
Director, Blockchain and
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Ange Johnson
Head of Risk Across
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December 07, 2021

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Greenwich Mean Time (GMT)

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Blockchain technology was born as a disruptive element in the financial sector, conceptualized in 2008 and transacting the first bitcoin in 2009. After 12 years from the first transaction, blockchain is one of the most adopted technologies in the most conservative sector: finance and banks ecosystem.

DeFi stands for decentralised finance and is one of the fastest-growing segments in the world (see [defipulse.com](#)), 8000% growth since June

2020). The objective is to use blockchain technologies to automate any financial services products from savings, payments, loans, insurance to complex derivatives, funding startups, and even complete rethinking stock exchanges. DeFi can become extremely disruptive to the finance industry because it rethinks capitalism completely.

Crypto are cryptographic tokens that include anything from Bitcoin, Ether,... to NFT (non-fungible tokens for unique pieces like art), votes, stable coins (e.g 1 USDT = \$1), or anything you want to tokenize, e.g. diamonds, shipping containers, insurance risk, real estate,... What executive would not love a product that delivered all the blockchain promises: Increased back-office efficiency; lower transaction costs; greater transparency in asset exchanges; minimized errors; increased security; Add in smart contracts, increased transaction speeds, and greater productivity, and it is no wonder that a blockchain-based economy is on demand. But are you and your company ready for it? If not, the time to think about how blockchain is going to impact your business is now.

This session will highlight the status of Blockchain, DeFi & Crypto in Fortune companies and look at its benefits in more depth with the thought leadership of key blockchain experts in the world.

PANELISTS



Chair

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IN PARTNERS WITH

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