

PRESS RELEASE

Smart Dubai is the official City Partner for the first Blockchain conference in the Middle East

Dubai - UAE - 18 May 2016 - Smart Dubai, the Government Office driving Dubai's citywide smart transformation, is the official City Partner for the first Middle East Blockchain conference being held at the Burj Al Arab on May 30th, 2016.

The Blockchain conference held at various cities around the world is the primary platform for discussions on the pros and cons of the use of Blockchain technology. A Blockchain is a secure system and database that maintains trust, consistency, and transparency of transactions related to any kind of asset.

Her Excellency Dr. Aisha Bin Bishr, Director General of the Smart Dubai Office will be the keynote speaker at the event, addressing over 200 delegates from the region on why the Blockchain technology should be considered as a real contender and innovative technology for financial services start-ups and other large corporations in the region across industries. By identifying the Blockchain technology as one of the most significant upcoming technologies of the future, this partnership re-emphasises Smart Dubai's foresight to recognize leading innovations from around the world.

"Our vision has consistently been to transform Dubai into the happiest city on Earth. I believe that by avoiding a middleman and having decentralized processing of transactions with the use of the Blockchain technology, we will help businesses make transactions in a much more seamless manner creating a smarter and more efficient economy for all" said Dr. Aisha Bin Bishr."

"Blockchain technology is the most elegant and advanced technology to automate cross-industry processes and represents a huge opportunity to increase efficiency, save time and reduce costs." added Dr. Aisha Bin Bishr.

In line with the mission of Smart Dubai, developing applications that leverage technologies such as Blockchain will help foster the growth of the city. The Dubai Data Initiative can leverage data from such technologies to identify patterns of behavior for visitors and residents of Dubai. Releasing such information will help local enterprises make smarter business decisions, helping the economy as a whole.

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About Smart Dubai

Launched in 2014, Smart Dubai is founded in of the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, to make Dubai the happiest city on earth, by embracing technology innovation across all city dimensions.

Established in December 2015, the Smart Dubai Office is the government office charged with facilitating Dubai's citywide smart transformation, to empower, deliver and promote an efficient, seamless, safe and impactful city experience for residents and visitors.

Smart Dubai is committed to a collaborative and agile approach to Dubai's smart city transformation, empowering strategic partnerships with the public and private sector and academia to design and implement services and elevate citywide thought leadership, in line with its mission to make Dubai the happiest city on earth through technology innovation.

www.smartdubai.ae

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About Keynote Events & Blockchain Technology

Keynote is in its fifth year and is now the world's most eminent, longest running, and most attended financial conference for the Bitcoin, Blockchain and currency industries. Keynotes were previously held in Amsterdam, Miami, Chicago and Los Angeles. Tickets for the conference are on sale at www.keynote2016.com, with last minute tickets going on sale from May 25th.

www.keynote2016.com

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