



*Press release  
For immediate release  
Geneva, 15 January 2019*

The first **Geneva Annual Blockchain Congress** will be held at Palexpo on January 21st. Organised by Palexpo SA in close collaboration with the canton of Geneva, this congress will address the core issues of blockchain technology. The principal theme of this first edition, “From lab to market”, will explore the immense potential of blockchain technology applications and the considerable challenges in ethical, legal and governing terms which this technology must still face in order to take its place on the market.

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### **Bringing a face to blockchain technology**

Such is the aim of this eminent conference, which addresses the leaders of the private and public sectors and of international organisations. This day-long event is an opportunity to share experiences, gather the testimonies of Swiss service providers, and discuss the concrete applications of blockchain technology in the light of fundamental issues such as governance, law and ethics. The event is organised into three sessions based on four sectors of activity: identity and e-governments, FinTechs, education, and raw material sourcing and the supply chain.

### **Choice speakers**

The morning sessions are introductory: they address blockchain technology in a global way with the bonus of five very eagerly awaited speakers who are essential figures of the blockchain sphere. Patrick Odier, a major Swiss figure of finance and philanthropy, will make the inaugural speech. A bit later, Don Tapscott, the greatest digital thinker in the world and Co-Founder and Chairman of the Blockchain Research Institute (BRI), will join Carlos Moreira, a national and international cybersecurity specialist and Co-Founder and CEO of WISEKey, to consider the propensity of Geneva to become an international capital for blockchain technology. A speech by Daniel Haudenschild, an essential expert in FinTechs and CEO of Swisscom Blockchain AG, will also be key in exploring the opportunities for Swiss and Chinese collaborations in the field. Jarod Koopman, head of cybercriminality at the bureau of Criminal Investigation of the federal government of the United States, will discuss the combination of cyber security with blockchain technology.

The morning will conclude with a session addressing ethical issues and the perspectives of blockchain in the IOT (Internet of Things).

## From concept to reality

The afternoon programme will be made up of workshops presenting concrete blockchain applications. This will be an opportunity to discuss, share experiences, and see how blockchain technology can revolutionise certain fields of activity. These workshops are organised according to the following themes:

- Can blockchain technology help better protect people's identities?
- What could the corporate applications be in terms of legislation and performance?
- How is the banking system adapting to the advantages of digital technologies?
- What blockchain training should tomorrow's pioneers receive? How can blockchain guarantee the authenticity of a higher education degree?
- Can blockchain technology revolutionise the raw material trade? Can blockchain technology resolve the tangle of supply chain traceability?
- Introduction to the development of the smart contract with NEO,
- Introduction to Ethereum smart contract development and security

A summary of the workshops will conclude the event in a plenary assembly: what challenges may be developed in 2020?

The closing speech will be given by Mr Pierre Maudet, State Councillor, Department of security.

[Practical info and ticket sales available on the website.](#)

## Accreditations

Please send us your request for accreditation with your full contact information at [presse@palexpo.ch](mailto:presse@palexpo.ch).

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### Contact:

Adeline Beaux, Project manager  
+41 22 761 10 95, [adeline.beaux@palexpo.ch](mailto:adeline.beaux@palexpo.ch)

Maud Couturier, Press and public relations manager  
+ 41 22 761 10 92, [maud.couturier@palexpo.ch](mailto:maud.couturier@palexpo.ch)