

# TOKEN2049 DUBAI

30 APRIL - 1 MAY 2025 • MADINAT JUMEIRAH



# EVENT REPORT 2025

DUBAI.TOKEN2049.COM





"This event is unbelievable."

Eric Trump  
Executive VP, The Trump Organization

"The energy is amazing... It's a fantastic conference."

Changpeng Zhao  
Founder, Binance

"This is the single conference where everybody comes together and the most important conversations are happening."

Haseeb Oureshi  
Managing Partner, Dragonfly

"It really is one of the most energetic and incredible events."

Raoul Pal  
Co-Founder and CEO, Real Vision



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# 01 | THE PREMIER CRYPTO EVENT

With 15,000 attendees from 150+ countries, 200+ exhibitors, and 500+ side events, TOKEN2049 Dubai (30 April – 1 May 2025) turned Madinat Jumeirah into the global epicenter for crypto. Across two high-velocity days, founders, investors, and policymakers set the agenda for crypto's coming wave and forged the connections shaping the future of the industry.





**15,000 Attendees**  
**150+ Countries**  
**Crypto's Biggest Stage**

The speaker roster covered every layer of Web3 and beyond: headliners included Changpeng Zhao and Richard Teng (Binance), Star Xu and Haider Rafique (OKX), Balaji Srinivasan (The Network State), Raoul Pal (Real Vision), Arthur Hayes (Maelstrom), Jeremy Allaire (Circle), Dan Morehead (Pantera Capital), Paolo Ardoio (Tether), and Eric Trump. Institutional voices from BlackRock, Goldman Sachs, and VanEck reinforced the conference's role as a premier platform for forward-looking financial discourse.

TOKEN2049's appeal stretched well beyond crypto. Appearances by UFC legend Khabib Nurmagomedov and football icon Patrice Evra, plus a sold-out AFTER 2049 closing party headlined by DJ Seth Troxler and German duo Monkey Safari, bridged the worlds of sport, music and culture, and showcasing the conference as a true cross-industry festival.





# A PEEK INSIDE THE PREMIER CRYPTO EVENT

TOKEN2049 Dubai 2025 scaled up significantly with 50% YoY attendee growth, transforming the unique indoor-outdoor venue at the luxurious Madinat Jumeirah Resort into an extraordinary, festival-like environment.

Expanded exhibition and networking areas, coupled with thrilling activities such as a zipline soaring from an 18-meter tower, were complemented by exclusive wellness experiences.

|        |             |
|--------|-------------|
| 15,000 | ATTENDEES   |
| 150+   | COUNTRIES   |
| 4,000+ | COMPANIES   |
| 200+   | SPEAKERS    |
| 200+   | EXHIBITORS  |
| 500+   | SIDE EVENTS |



# THE EYES OF THE WORLD WERE ON TOKEN2049 DUBAI

From headline features to live broadcasts, the event became a focal point for international coverage, underscoring its standing as the preeminent global gathering for the digital asset economy.

64.8M+  
UNIQUE VIEWS

10,000+  
STORIES

Bloomberg

CNBC

REUTERS

CNN

THE WALL STREET JOURNAL.

The New York Times

Forbes

COINTELEGRAPH  
The future of money

CoinDesk

AND MANY MORE





# TOKEN2049 DOMINATED GLOBAL CONVERSATION

From trending globally on X.com to attracting millions of impressions across Google and YouTube, TOKEN2049 Dubai sparked global dialogue across every platform.

5.9M+

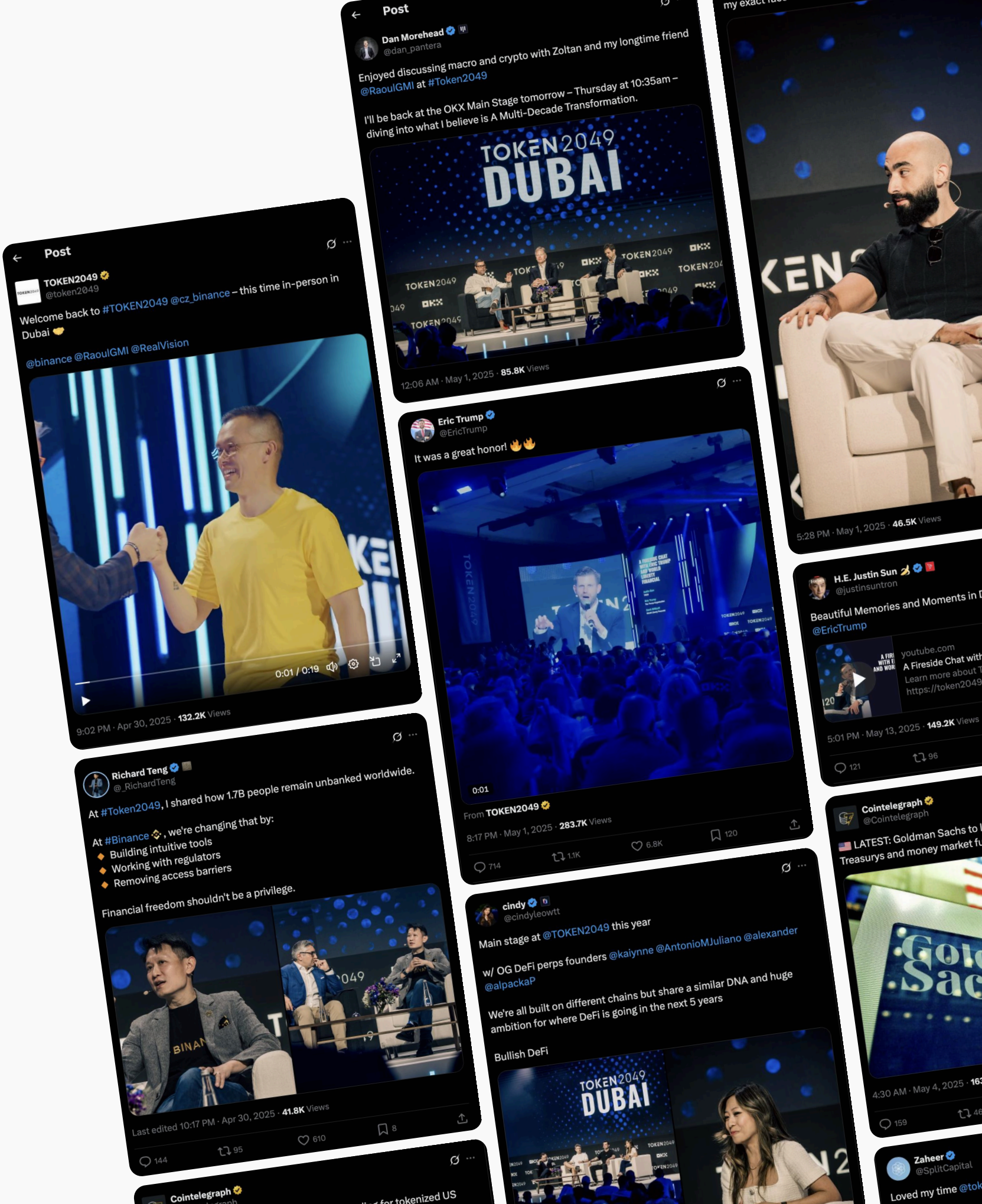
IMPRESSIONS ON X.COM

1.4M+

SEARCHES ON GOOGLE

1.1M+

VIEWS ON YOUTUBE





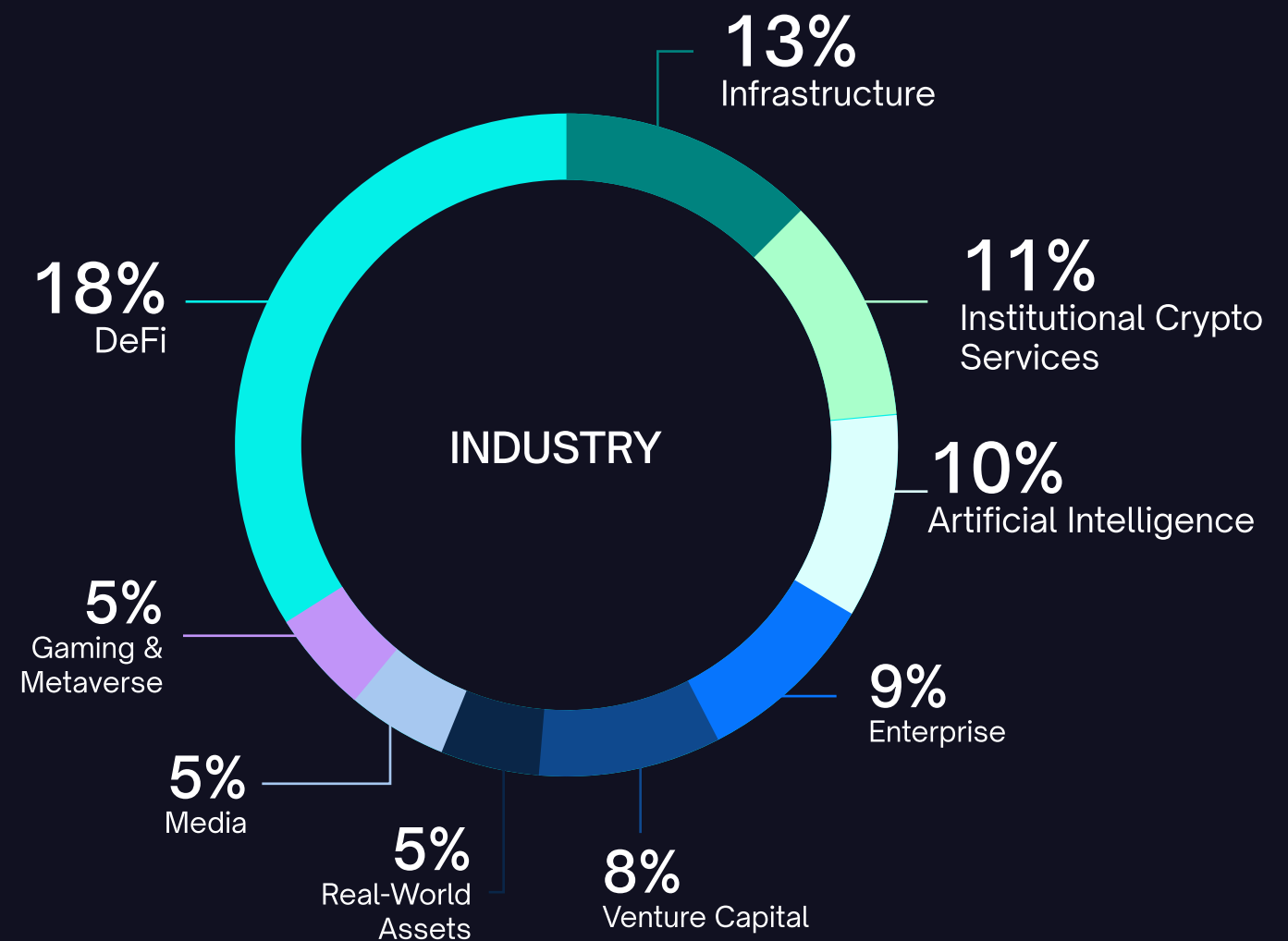
# 02 | ATTENDEE PROFILE







## A DIVERSE ATTENDEE BASE ACROSS INDUSTRIES





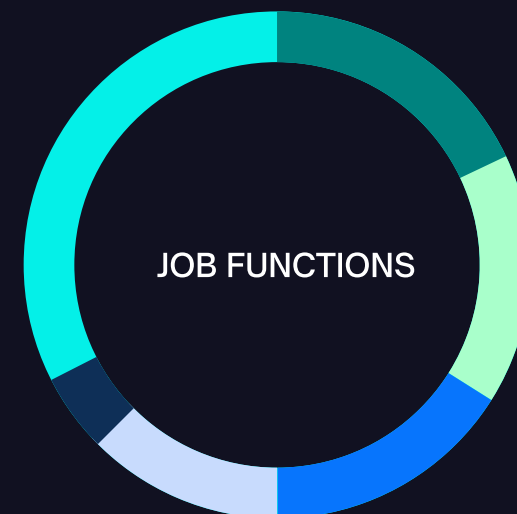


**Richard Teng**  
CEO, Binance

## 50% OF ATTENDEES WERE FOUNDER OR C-LEVEL



- 50%**  
Founder & C-level
- 20%**  
Manager-Level
- 11%**  
Director level
- 19%**  
Other  
(consultants, freelancers, analysts,  
board, VP, partners, etc.)



- 32%**  
Business Development
- 18%**  
Investment & Finance
- 16%**  
Marketing & Operations
- 16%**  
General Management
- 13%**  
Engineering, R&D & Product
- 5%**  
Other  
(Legal, Media, etc.)



# A GLOBAL FOOTPRINT: 150+ COUNTRIES, 77% INTERNATIONAL ATTENDEES





# 03 | TAKING THE GLOBAL STAGE

**RAOUL PAL**

Co-founder and CEO, Real Vision

**CHANGPENG ZHAO**

Founder, Binance



# DEFINING WHAT'S NEXT FOR CRYPTO

The global attention around TOKEN2049 Dubai reflected its role as a focal point for the crypto industry.

The event's agenda explored the frontiers of tokenized real-world assets, decentralized AI, on-chain finance, and regulatory frameworks, drawing the architects of tomorrow's digital infrastructure.

Bold predictions and major headlines followed: Arthur Hayes forecast Bitcoin at \$1 million by 2028, while Eric Trump and Zach Witkoff revealed that World Liberty Financial's USD1 stablecoin had been used by Abu Dhabi fund MGX to execute a \$2 billion investment into Binance.

On the institutional front, Goldman Sachs unveiled new trading, lending, and tokenization initiatives, as traditional finance continues its expansion into crypto.



**ERIC TRUMP**  
Executive VP  
The Trump Organization

**ZACH WITKOFF**  
Co-Founder  
World Liberty Financial

**JUSTIN SUN**  
Founder  
TRON



# CRYPTO'S BIGGEST STAGE

From founders and VCs to policymakers, athletes, and artists, TOKEN2049 convened the voices shaping Web3's next chapter.

Balaji Srinivasan built on his Network State thesis, pointing to crypto's power to reshape how communities coordinate and govern. OKX founder Star Xu unveiled OKX Pay, simplifying crypto transactions for everyday use. Dan Morehead of Pantera Capital noted rising stablecoin demand—now nearing \$250 billion—as a sign of crypto's growing utility for global payments and savings.

TOKEN2049 Dubai showcased how visionary ideas are rapidly transitioning into tangible innovations, setting the stage for the next era of digital transformation.



**CHANGPENG  
ZHAO**

Founder  
Binance

**ERIC  
TRUMP**

Executive VP  
The Trump Organization

**BALAJI  
SRINIVASAN**

Founder  
The Network State

**ARTHUR  
HAYES**

CIO  
Maelstrom

**STAR  
XU**

Founder and CEO  
OKX

**ROBERT  
MITCHNICK**

Head of Digital Assets  
Blackrock

**DAN  
MOREHEAD**

Founder and Managing Partner  
Pantera Capital

**CHRISTINE  
MOY**

Partner  
Apollo





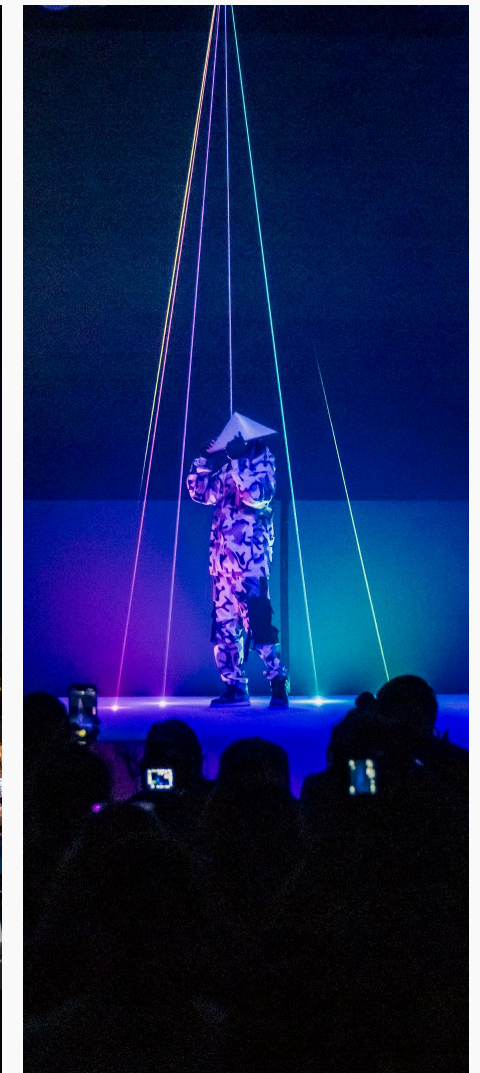
**PATRICE  
EVRA**  
Football Legend



**KHABIB  
NURMAGOMEDOV**  
UFC Champion



**GUINNESS RECORD  
BREAKING DRONE SHOW**



## CRYPTO MEETS CULTURE

TOKEN2049 Dubai revealed just how deeply crypto has embedded itself into the cultural fabric.

Sporting icons Patrice Evra and Khabib Nurmagomedov bridged the worlds of finance and sports, while Binance Founder CZ shared his goal to offer free education to one billion children through Giggle Academy.

TOKEN2049 Dubai's OKX Main Stage featured a mesmerizing laser and dance performance by ARIUS. Fusing high-energy EDM with live finger-drumming and choreographed laser visuals, their performance transformed the stage into a futuristic arena of sound and light.

To close Day 2 at TOKEN2049 Dubai, 1,500 LED drones lit up the Dubai sky in a Guinness Record-breaking aerial performance.



# 04 | A FESTIVAL OF EXPERIENCES





# UNPARALLELED NETWORKING WITH INDUSTRY LEADERS

TOKEN2049 turned Dubai into the highest-density meeting point in crypto. Across two immersive days, decision-makers from over 4,000 companies converged to exchange ideas, deploy capital, and uncover talent.

## 14.7K+

meetings scheduled  
through networking app

## 58K+

chats engaged

## 39.6K

Total number of  
matchmaking connections



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**Haider Rafique**

Managing Partner and CMO  
OKX





# AN IMMERSIVE FESTIVAL EXPERIENCE

Beyond the talks and deal-making, TOKEN2049 Dubai delivered a holistic experience designed to connect, inspire, and recharge.

Attendees soared above the venue on an 18-meter zipline, tackled a colossal climbing wall and free-fall zone, and tested their strength in the HODL pull-up challenge.

An elevated gastronomic experience combined micronutrient and protein-rich food options with Arabic coffee, dates, and fresh-carved coconuts – as attendees enjoyed live DJ and instrumental performances.



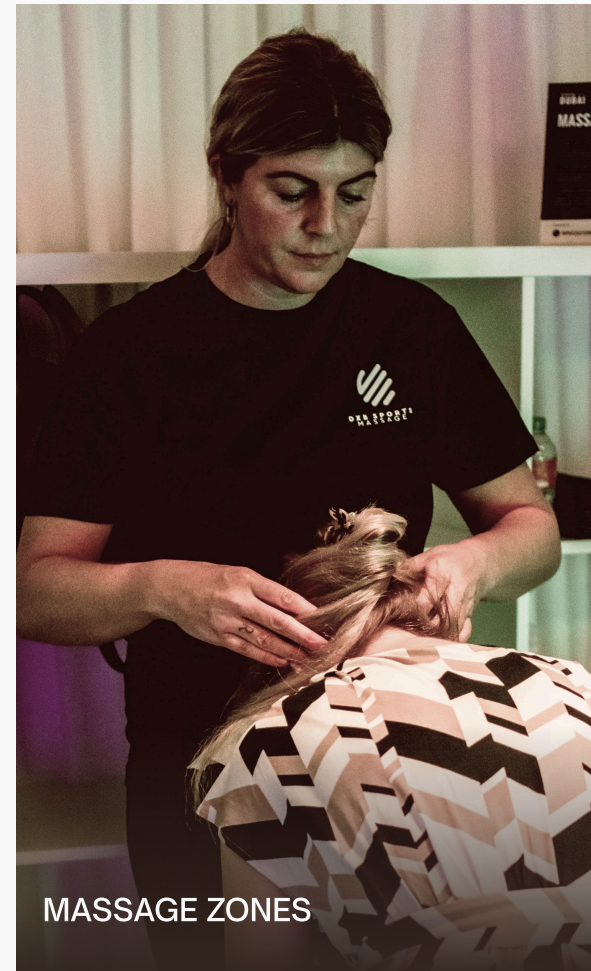




FRESH PROTEIN SHAKES



MORNING BREATHWORK



MASSAGE ZONES



IV DRIP LOUNGES

## BEYOND THE STAGE: SPACES TO RESET AND RECHARGE

Amid the conference agenda, an integrated wellness program helped attendees reset and refuel. Guided breathwork kickstarted the morning, while replenishing IV drips and sports massages kept energy levels high throughout the day.

Every experience was curated to turn TOKEN2049 into an optimal environment for high-performance networking, mind-body reset, and cultural immersion, all set against the iconic backdrop of the luxurious Madinat Jumeirah.



COLD PLUNGE TUBS



# DISCOVERING TOKEN2049 THROUGH SIDE QUESTS

TOKEN2049 Dubai leveled up its gamified quest experience, rewarding attendees for discovery and immersion of its expandend indoor-outdoor venue with limited edition caps, tees, and hoodies.





# 05 | TOKEN2049 WEEK

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**AFTER 2049**  
OFFICIAL TOKEN2049 CLOSING PARTY

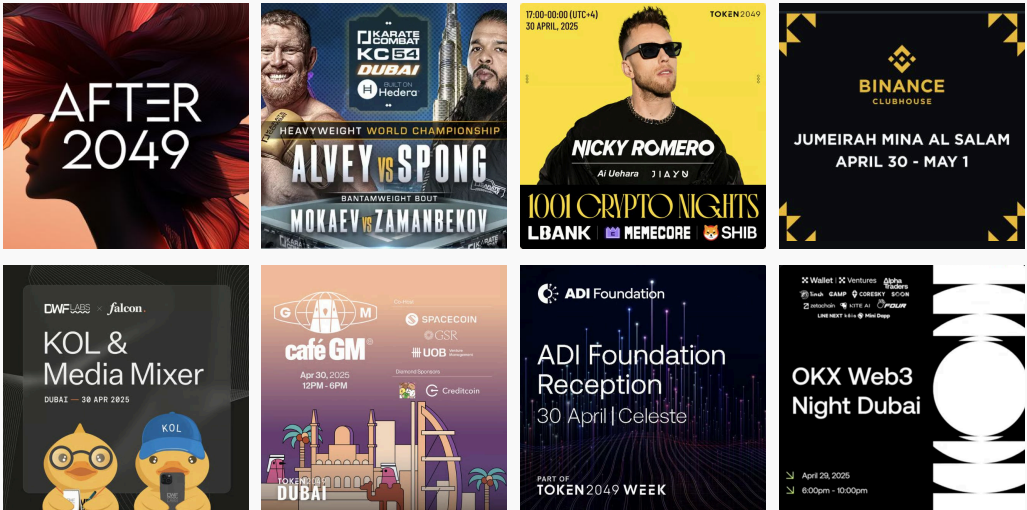


# 500+ SIDE EVENTS – MAKING WAVES ACROSS DUBAI

Anchored by the main conference, TOKEN2049 Week saw Dubai transformed into a vibrant hub for the global crypto community.

From investor breakfasts in DIFC to yacht mixers off Palm Jumeirah, desert hackathons, and rooftop after-parties, the city played host to a complete crypto takeover.

From 28 April to 4 May, TOKEN2049 Week brought unprecedented momentum, where connections were forged and the future of the industry took shape in real time.



AND 500+ MORE



TOKEN2049 SPEAKERS RECEPTION  
ATLANTIS THE ROYAL





**AFTER 2049**  
BE BEACH DUBAI

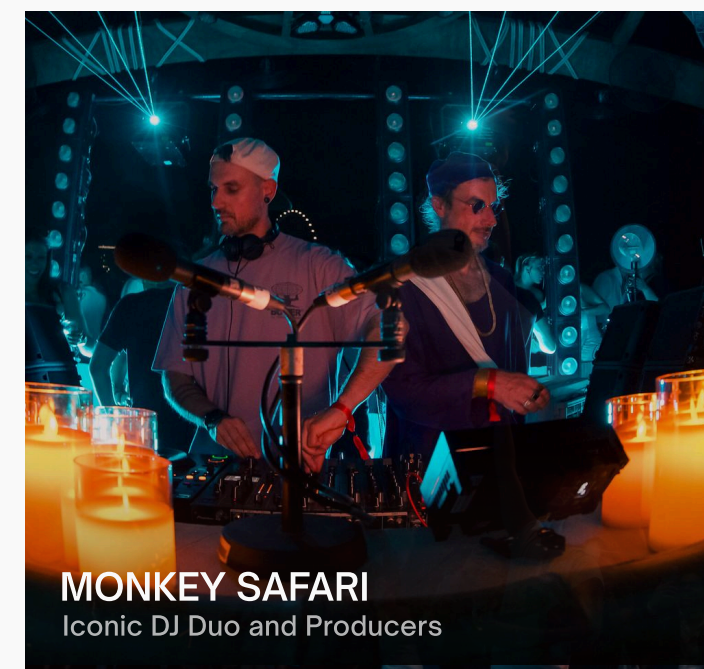
## CLOSING THE WEEK ON A HIGH

Closing out TOKEN2049 Dubai, AFTER 2049 delivered an unforgettable finale at Be Beach.

Set against the stunning Dubai Marina skyline, the event featured a star-studded DJ lineup headlined by Grammy-nominated artist Seth Troxler and acclaimed German duo Monkey Safari.

The party offered a multi-sensory music experience powered by Polygon Productions' state-of-the-art spatial 360° audio-visual setup. This cutting-edge technology combined binaural sound with synchronized lighting to create an immersive environment where music moved above, around, and through the audience.

With 3,000 guests, AFTER 2049 was a celebration of the global crypto community's convergence in Dubai, marking the culmination of a week that brought the entire crypto ecosystem to one place.



**MONKEY SAFARI**  
Iconic DJ Duo and Producers



# EVENT PARTNERS

## TITLE PARTNERS



## PLATINUM PARTNERS





# EVENT PARTNERS

## GOLD PARTNERS

Algorand

APTES

Bitget

galaxy

BYBIT

linch

altery

B2BROKER

B2BINPAY

bit 2 me

bitvavo

btcbt

BTCC

BYDFI

CHAINUP

cicada

Cipherba

CLS

Coinstore

coinzilla

CORE

DMCC

Fibonacci

Flipster

MILLIONERO

OpenPayd

payper

peanut

Stellar

sumsub

Tokenize Xchange

UMINERS

UZX

@Whale

ZIGChain

Defi App

Kava

Bitcoin Suisse

RECAI

MEVX

AMINA

morphware

aws

bitpanda

Self chain

PAXOS



PUDGY PENGUINS

Gold Dollar

KITE AI

OKAMI PROJECT

Saros

DinarMaker



Changer.ae



# EVENT PARTNERS

## SILVER PARTNERS

 polygon

 Bitfunded

 BitK

 BGA  
BLOCKCHAIN  
ALLIANCE

 bro.trade

 CiGOA

 Cointraffic

 Cold Fusion Wallet

 CREGIS

 crypto.news

 Crystal

 Cyberscope

 Daos hub

 ENDLESS  
DOMAINS

 FINPR  
AGENCY

 Fintech Harbor  
Consulting  
Quality in Everything We Do

 FRANCK MULLER  
GENEVE

 FV BANK

 GEODNET

 GRIGON

 HACHEN

 Hotcoin

 Independent  
Reserve

 Intract

 KURZ DIGITAL

 LCX

 LEPTAGE

 Listing.Help  
listing on crypto exchanges

 LUNA

 NEO LEGAL

 NAGO GOLD

 OVHcloud

 Pi42

 PREMIER  
Financial Services

 ProperT

 Rarible

 RWA NOVA

 SHIFT

 SONAR X

 Stake  
Real Estate

 tangem

 TINY TRADER

 velia.net

 WunderTrading

 XOC

 ZEX  
PR WIRE

 McKay Brothers

 HALBORN

 Bagel

 freename

 everstake

 RAVEDAO

 CHORUS  
ONE

 Swissquote

 UPay

 MAWARI

 fetch.ai

 mastercard

 XCLUSIVE YACHTS

 CANTOR  
Fitzgerald

 DOGS



# TOKEN2049 DUBAI

30 APRIL - 1 MAY 2025 • MADINAT JUMEIRAH

TOKEN2049  
DUBAI

SEE YOU AT OUR NEXT EVENTS

## TOKEN2049 SINGAPORE

1-2 OCTOBER 2025 • MARINA BAY SANDS

## TOKEN2049 DUBAI

29 - 30 APRIL 2026 • MADINAT JUMEIRAH

## SUPER AI

10 - 11 JUNE 2026 • MARINA BAY SANDS, SINGAPORE

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