Blockchain Expo & DeFi Congress

BDZ

Zaragoza 2022
October,26-27th

FERIA ZARAGOZA

BLOCKCHAIN ARAGON

+2000
Attendees

+2000
Exhibition space, m2

+50
Internationals speakers and experts

+22
Confirmed sponsors and partners

A unique event in the world of blockchain, Web3 and decentralized finance

BDZ Zaragoza 2022
October 26-27th

About BDZ

Blockchain Expo&DeFi Congress 2022 is a **unique event with an international scope, focused on Blockchain, Web3 and Decentralized Finance (DeFi)** with international projection that will be held at Zaragoza Conference Center on 26-27th October 2022

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Sponsors

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PLATINUM	Tutellus, BitBase, Outer Ring
GOLD	DEXTools
SILVER	eosio
BRONZE	Chainalysis, BitGo, Qredo, Deusens, Polygonal Mind, Rungie, art.army
CO-ORGANIZERS	Feria Zaragoza, Blockchain Aragon
PARTICIPANTS	Cámara Zaragoza, Gobierno de Aragón, Diputación de Zaragoza

Partners

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MEDIA PARTNERS

ECOSYSTEM PARTNERS

ASSOCIATES

Poster

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Our proposal

Congress

Talks and presentations by experts from the DeFi, Web3 and Blockchain ecosystem

Exhibition Area

Exhibition space related to services, solutions and products around Blockchain technology

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October 26-27th

1. DeFi & Web3 Congress

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Confirmed speakers

1. Congress

Miguel Caballero
CEO
Tutellus

Alex Fernandez
CEO
BitBase

Javier Palomino
CEO
Dextools

Daniel Valdés
CEO
Outer Ring

Jose Luis Nuñez
Global Head for Blockchain
and Web3 Businesses
Telefónica

Pedro Mendez de Vigo
Technology, Cryptoassets and Web3
Legal Cousel
Binance

Ángel Luis Quesada
CEO
Onyze

Benjamin Sanchis
CEO
Bitstartups

Alvaro Monzón
CEO
Deusens

Joaquim Matinero
Financial & Blockchain Lawyer
Roca Junyent

Uri Sabat
Chief Community Officer
Criptan

Daniël Du Seuil
Convenor European Self
Sovereign Identity Framework
EBSI

David Gabriel Tomuletiu
CIO & CoFounder
Rungie

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Confirmed speakers

1. Congress

Carlos Yanes Díaz
CEO
Art.army

Juan Jimenez Zaballos
CEO
Alastria

Nayat Cheikh
Lead Product Designer
Vesper

Luz Adell
Partner
Draper B1

Ignacio Ferrer-Bonsoms Hernández
Presidente
Blockchain Arbitration Society

Adriá Mir
Games & Blockchain Expert
G4AL Entertainment

Ernest Sanchez
CEO
Nuclio

José Antonio Bravo
Responsable fiscalidad de criptoactivos
Ágora

Héctor Paz
CEO y co-fundador
IMASCONO

John Whelan
Managing Director of Crypto & Digital Assets
Banco Santander

Íñigo Molero
Asesor
Ethichub

Christian Menda
Senior Account Director
Chainalysis

Joosep Vahtras
Compliance Advisory Lead
Chainalysis

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Confirmed speakers

1. Congress

Camilla McFarland
VP of Customer Success
Mojito

Jesús Lorente Ariza
Socio
Consultoría Legal Cripto

Valentín Santamaría
Head of Defi
BELOBABA

Leyre Cedrán
Business Manager Director
AEFI

Cristina Villasante
Partner
ECIJA

Maximilian Ruf
Web3 Senior Consultant
METACO

Marcelo Moscatelli
Sales Director
Ledger

Julio Faura
CEO
Adhara

Eneko Knorr
Crypto & Web3
Investor

Joaquin Sastre
Managing Director LatAm & EMEA
Bitgo

Maria Diago Giraldós
The Chain Behind Me / Ex-directora General de Cambio Climático y Calidad Ambiental
Generalitat Valenciana

Jesus Beatove
CBO
Polygonal Mind

Daniel García (Tox Sam)
CEO
Crypto Avatars

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Confirmed speakers

1. Congress

Coty de Monteverde
Directora de Crypto & Blockchain
Banco Santander

Sergi Rey
Account Executive
Chainlink Labs

Ramón Saltor
CEO y fundador
Dozen Investment

Luis Vaello
Marketing & Operations Director
Qredo

Benjamin Whitby
Vice President of Strategic Partnerships
Qredo

Alvaro Casado Pérez
Head of Digital Assets & Blockchain
KPMG

Santi Casas
CEO
ValidatedID

Begoña Cabanes
Prf. Asoc. del Dpto. de Dirección y Organización de Empresas
Facultad de Economía y Empresa de la Universidad de Zaragoza

Ellie Xifra
Media Specialist & Web3 influencer
Rungie

Carles Garcia
Digital Innovation & Transformation consultant
Polygon Technology

Covadonga Fernandez
CEO
Observatorio Blockchain

Paula Pascual
Vicepresidenta
BlockchainAragon

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Congress agenda

1. Congress

1 DeFi & Blockchain Ecosystem

Introduction to DeFi

Practical workshop: Wallets & Exchanges

Challenges in DeFi: current situation

Stablecoins: utility in the DeFi and Web3 ecosystem

How to tokenize physical assets: the role of oracles

Custody in DeFi: current situation and challenges

DAOs: the perfect structure for DeFi projects?

Scalability & Usability of Layer2 in DeFi

2 DeFi Investments & Ventures

Investment funds and Business Angels in Crypto, DeFi and Web3

Enabling Crowdfunding with Blockchain

Launchpads, IDOs and IFOs: the new way of financing

DEX vs. CEX. Pros, Cons, and Challenges of the Future of Digital Asset Exchange

Passive Income in Crypto:Staking and Farming

Financial services in DeFi: loans, insurance and more

3 Web3, Metaverse & NFTs

What is the Metaverse and where are we?

The role of NFTs in Web3 and the Metaverse

Utility NFTs: beyond price

NFTs: revolutionizing the art world

Gaming: NFT, play2earn and play&earn models

How to get mass adoption in NFTs: marketplaces

Case study: how to build your space in the Metaverse

4 Legal & Fiscal

DeFi and its regulation: where are we today? and tomorrow?

Copyright and NFTs: current issues

MiCA regulation in depth

Regulatory approaches to asset tokenization: legal situation in Spain

Taxes: Crypto & NFTs

Legal approaches to DAOs: how are they regulated?

5 Web3: DeFi & CeFi

Accessibility of DeFi and Web3 to the general public

How to solve the "On-ramp" challenge for mass adoption

The importance of product design in DeFi and Web3

Institutional investment in DeFi

When open finance meets DeFi

Gaining confidence in the Web3 environment

Decentralized Identity & Privacy

Intermediaries in DeFi: current role and evolution

6 Crypto Startups

6 innovative projects from the DeFi, crypto and Web3 ecosystem will present their solution, their current situation and investment possibilities

BDZ Zaragoza 2022
October 26-27th

Agenda
Day 1
October 26th, Wednesday

DeFi

Room 1 (Auditorium)

Morning

9:00 - 10:30	Registration – Exhibition
10:30 - 11:00	Inauguration of the Congress
11:00-11:45	Inaugural Keynote : the next money Julio Faura, CEO at Adhara
11:45-12:15	Interview: DeFi, Web3 and what's to come Miguel Caballero, CEO at Tutellus
12:15-13:00	Inaugural Round table. DeFi & Blockchain Ecosystem **Speaker 1:** Miguel Caballero, CEO at Tutellus **Speaker 2:** : Abel Peña, CSO at Bit2Me **Speaker 3:** Joaquin Sastre, Managing Director LatAm & EMEA at Bitgo Modera **Paula Pascual,** vicepresidenta de BlockchainAragon **Sponsored by TUTELLUS**
13:00 - 14:00	Round table I. Challenges in DeFi **Speaker 1:** Javier Palomino, CEO at Dextools **Speaker 2:** Christian Menda, Senior Account Director - Spain and Portugal at Chainalysis **Speaker 3:** Luis Vaello, Marketing & Operations Director at Qredo **Speaker 4:** Marcelo Moscatelli, Sales Director at Ledger Modera **Paula Pascual,** Vice President at BlockchainAragon **Sponsored by Dextools**

Afternoon (Simultaneous sessions rooms 1, 2 and 3)

15:30 - 16:00	Interview. Custody in DeFi: current situation and future challenges Joaquin Sastre, Managing Director LatAm & EMEA at Bitgo **Speak er** at Ledger to be confirmed Moderator by Denisse Donoso, Spanish Team Lead at BeinCrypto
16:00 - 16:45	Round table II. Investment & Ventures **Speaker 1:** Ernest Sánchez, CEO at Nuclio **Speaker 2:** Luz Adell, Partner at Draper B1 **Speaker 3:** Valentín Santamaría, Head of DeFi at Belobaba **Speaker 4:** Eneko Knorr, Crypto & Web3 Investor **Moderated by Juan Jiménez Zaballos, CEO at Alastria**
16:45 - 17:45	Round table III. Institutional Investment in DeFi **Speaker 1:** Joosep Vahtras, Compliance Advisory Lead at Chainalysis **Speaker 2:** : John Whelan, Head of Digital Assets at Banco Santander **Speaker 3:** Maximilian Ruf, Web3 Senior Consultant at METACO **Speaker 4:** Benjamin Whitby, Vice President of Strategic Partnerships at Qredo Moderator by **Juan Jiménez Zaballos,** CEO at Alastria **Session in English**
17:45 - 18:30	Round table IV. New ways of financing startups **Speaker 1:** Benjamín Sanchís, CEO at Bitstartups **Speaker 2:** Iñigo Molero, Asesor at EthicHub **Speaker 3:** Pascual Cartés Paul **Speaker 4:** Chema Prieto, CMO at Tutellus Moderator by **Begoña Cabanes,** Associate Professor at the Faculty of Economics and Business at the University of Zaragoza
18:30 - 19:30	Round table V. Regulation of Decentralized finance **Speaker 1:** Joaquim Matinero, Financial & Blockchain Lawyer at Roca Junyent **Speaker 2:** Ignacio Ferrer-Bonsoms Hernández, president at the Blockchain Arbitration Society **Speaker 3:** Pedro Mendez de Vigo, Legal Counsel at Binance **Speaker 4:** Fernando Ramos - Chief Legal Officer at Bit2me Moderator by **Jaime Arenas,** co-founder at de BlockchainAragon

Room 2 (Tutellus)

15:30 - 16:00	The current development experience in DeFi: the Radix DLT revolution Andrés León Bohorquez, Senior Backend Engineer and CTO at MyIdentityLabs Ignacio Dumall Hernández Spanish Ambassador at Radix DLT
16:00 - 17:00	Blockchain&DeFi Pitch I Startups - 3 startups, 20 minutes each
17:00 - 17:30	Hands-on workshop: How to accept crypto in your business Juan Luis Pascual – Payments Director at Bit2me
17:30 - 18:00	Regulatory Sandbox: Tokenization of Investment Funds Ángel Luis Quesada, CEO at Onyze
18:00 - 18:30	DeFi convergence with tokenization and Web3 Miguel Caballero, CEO at Tutellus
18:30 - 19:00	Passive Income in Crypto: Staking and Farming Xavi Armengol, Tutellus Community Promoter
19:00 - 19:30	Bitbase Workshop

Room 3 (BitBase-OuterRing)

15:30 - 16:00	Chainalysis Workshop Antonio Moreno, Solutions Architect at Chainalysis
16:00 - 16:30	DEXTools Workshop
16:30 - 17:00	MiCA regulation in depth Pedro Mendez de Vigo, Legal Counsel at Binance
17:00 - 18:00	Round table. Taxation in crypto **Speaker 1:** Jesús Lorente, Crypto Legal Consulting Partner **Speaker 2:** José Antonio Bravo, Head of Crypto Asset Taxation at Ágora Moderator by: **Jaime Arenas, cofounder of BlockchainAragon**
18:00 - 19:00	e-Monzon Startups Blockchain
19:00 - 19:30	

Agenda Day 2

October 27th, Thursday

Web3

Room 1 (Auditorium)

Morning

9:00 - 9:30	Registration – Visit exhibition
9:30 - 10:00	Inaugural Keynote: Opportunities in Web3, blockchain and fintech Arnoldo Concepcion, COO at Animoca Brands
10:00-11:00	Round table VI. Web 3: Metaverse **Speaker 1:** José Luis Núñez, Global Head for Blockchain and Web3 Businesses at Telefónica Tech **Speaker 2:** Álvaro Monzón, CEO at Deusens **Speaker 3:** Héctor Paz, CEO and co-founder at Imascono **Speaker 4:** Coty de Monteverde, Head of Crypto & Blockchain at Banco Santander Moderator by **Covadonga Fernández**, Web3 Consultant & director at Observatorio Blockchain
11:00 - 11:30	Keynote: Web 3 Social David Tomu, Co-Founder at Rungie
11:30 - 11:45	Coffee break networking - Visita exhibition
11:45 - 12:15	Keynote: Utility NFTs, beyond price Camila McFarland, VP at Customer Success at Mojito **Session in English**
12:15 - 13:15	Round table VII. CeFi & DeFi: their role in Web 3 **Speaker 1:** Alex Fernandez, CEO de BitBase **Speaker 2:** Julio Faura, CEO de Adhara **Speaker 3:** Javier Palomino, CEO at Dextools Moderator by **Alvaro Casado Pérez**, Head of Digital Assets & Blockchain at KPMG **Sponsored by BitBase**
12:15 - 13:15	How brands should enter the Metaverse Jesús Beatove, CBO at Polygonal Mind
13:45 - 14:15	Startups Pitch I: Get to know the best Web3 startups

Afternoon (Simultaneous sessions rooms 1, 2 and 3)

15:30 - 16:00	Startups Pitch II: Get to know the best Web3 startups
16:00 - 16:30	Keynote: The Importance at Product Design in DeFi and Web3 Nayat Cheik, Vesper **(Session in English)**
16:30 - 17:30	Round table VIII. Web 3:Decentralized Identity Speaker **1:** Santi Casas, CEO at ValidatedID Speaker **2:** Carles Garcia, Business Development at Polygon ID Speaker **3:** Carlos Pastor, Alastria Identity Lead and Expert at EBSI (European Comission) Moderator: To be confirmed
17:30 - 18:00	Keynote: EOS role in Web3 Rhett Oudkerk, CEO at Zaisan & EOS Amsterdam
18:00 - 19:00	Round table IX. Web 3: NFTs Speaker **1:** Carlos Yanes Díaz, CEO at Art.army Speaker **2:** Daniel Garcia (Tox Sam), CEO at Crypto Avatars Speaker **3:** Ellie Xifra, Media Specialist at Rungie & Web3 influencer Speaker **4:** Javier San Juan Pavon, Co-founder and CEO at ColeccionNFT Moderator by **Uri Sabat, CCO at Criptan** **Sponsored by Outer Ring**
19:00 - 19:45	Roundtable: Gaming, NFT models, play2earn and play&earn Speaker 1: Daniel Valdés, CEO at Outer Ring Speaker 2: Arturo Pozuelo, CTO at Sierra Block Games Speaker 3: Adriá Mir, Games & Blockchain Expert de G4AL Moderated by Guillem Ferrer, CEO at Bitlab Group **Sponsored by Outer Ring**
19:45 - 20:00	Closing of the Congress

Room 2 (Tutellus)

15:30 - 16:00	Chainalysis WorkshopHow Joosep Vahtras, Compliance Advisory Lead de Chainalysis
16:00 - 14:30	EOS Foundation Workshop
16:30 - 17:00	How to engage your community using NFTs Javier San Juan Pavon, Co-founder and CEO at Colección NFT
17:00 - 17:30	OuterRing workshop
17:30 - 18:00	Copyright and NFTs: current problems. Cristina Villasante, Partner at ECIJA
18:00 - 18:30	Legal approaches to DAOs: how are they regulated?
18:30 - 19:00	Qredo Workshop
19:00 - 19:30	

Room 3 (BitBase-OuterRing)

15:30 - 16:00	European Digital Identity Daniël Du Seuil, Convenor at EBSI
16:00 - 16:30	Block Impulse: How to launch your business on Web3 1.1 - Funding I: ICO and NFTs Platform 2.2 - Use case: Xperiend: Holiday rental and investment through NFTs 3.3 - Use case: Mahou San Miguel Contracts Registry 4 - Funding II: Tokenization of Companys participations Carlos Callejo, CEO at Block Impulse
16:30 - 17:00	NFTs and sustainability: The Chain Behind Me **Speaker 1:** Carlos Yanes, The Chain Behind Me / CEO at art.army **Speaker 2:** Maria Diago Giraldós, The Chain Behind Me / Former Director General of Climate Change and Environmental Quality of the Generalitat Valenciana.
17:00 - 17:30	Workshop: Virtual and augmented reality **Speaker** de Deusens
17:30 - 18:00	Gaming, Web3 and Blockchain Adriá Mir, Games & Blockchain Expert de G4AL
18:00 - 18:30	Bitgo Workshop
18:30 - 19:00	Vottun workshop: Como lanzar tu negocio Web3 de NFTs o DeFi sin programar nada en blockchain
19:00 - 19:30	

Sponsorships

Platinum

Consult price

—

Exclusive sponsor

Main stand in Expo (48m2)

Direct sponsorship of a session type and conference room

Presentations at 2 sessions

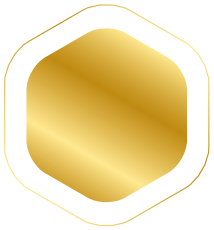
Maximum visibility in all event communications

Platinum pack

Include your solution in the congress

Access to exclusive VIP zone. Central photocall screening

Distribution of corporate/brand merchandise



Gold

15.000 €

—

Stand in th Expo included. VIP Area (24m2)

Direct sponsorship of a session

Speaker allocation at 2 different sessions

Visibility in all event communications

Gold pack

Access to exclusive VIP zone.

Central photocall screening

Distribution of corporate/ brand merchandise

Silver

10.000 €

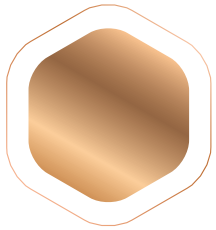
—

Stand in the Expo included (12m2)

Direct co-sponsorship of a session

Speaker allocation at one session

Visibility in all event communications



Bronze

5.000 €

—

Stand in the Expo included (6m2)

Speaker allocation at one session

Visibility in all event communications

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2. Exhibition area

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Exhibitions sectors

2. Exhibition area

- Application Technology and Development
- Legal | Taxes
- Strategic training, consultancy and education
- Industry and logistics, automotive industry, energy, health, real estate and tourism
- Blockchain | Crypto | DeFi
- Fintech | Insurtech
- BFSI (Banking, financial services and insurance)
- Funds and investments

Floor space rates

2. Exhibition area

Basic 6m²

1.160 €+VAT

Surface + modular stand

Included:

Anthracite gray carpet covered with protective plastic.
Aluminum structure.
General lighting of the stand.
300W spotlights on electric track (50W/m).
Electric, magneto-thermal and differential panel with a plug 200W - 230/240V.
Frontis with standardized label.
Internal useful height: 2.85m.
Warehouse (1x1m).
1 round glass table, 3 chairs.
Daily cleaning.
Panel vinyl (4 m)

Not included:

Electrical consumption

This rate please!

Intermediate 12m²

2.330 €+VAT

Surface + modular stand

Included:

Anthracite gray carpet covered with protective plastic.
Aluminum structure.
General lighting of the stand.
300W spotlights on electric track (50W/m).
Electric, magneto-thermal and differential panel with a plug200W - 230/240V.
Frontis with standardized label.
Internal useful height: 2.85m.
Warehouse (1x1m).
1 round glass table, 3 chairs.
Daily cleaning.1 counter.
Panel vinyl (6 m).

Not included:

Electrical consumption

This rate please!

Premium 24m²

5.450 €+VAT

Surface + modular stand

Included:

Anthracite gray carpet covered with protective plastic.
Aluminum structure
.General lighting of the stand.300W spotlights on electric track (50W/m).
Electric, magneto-thermal and differential panel with a plug 200W - 230/240V.
Frontis with standardized label.
Internal useful height: 2.85m.
Warehouse (1x1m).
1 round glass table, 3 chairs.
Daily cleaning.
1 counter.
2 high round table, 6 stools.
Panel vinyl (30 m).

Not included:

Electrical consumption

This rate please!

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OPTION 1.e[1]: FLOOR + STAND MODULAR 1.e1

170 € m² / sqm

What we offer to exhibitors

2. Exhibition area

Blockchain Expo & DeFi Congress Zaragoza 2022 offers exhibitors a magnificent opportunity to position their brand, services and products in one of today's major global growing sectors.

It includes a broad value proposition, making Zaragoza Conference Center a scenario in which to generate new business opportunities, identify market needs, establish contact with the key players in the sector and give visibility to brands.

- Business opportunities
- Brand positioning
- Synergies with future suppliers, distributors
- Partnerships with companies and national governments
- Attraction of new investors / opportunity to get to know new startups
- Finding out about new technologies and solutions
- Participation in the Congress, technical sessions and workshops
- New trends
- Exchange of proposals

What we offer to visitors

- Information on the latest trends
- Insights into the most promising startups
- Specialised product presentations
- Latest Blockchain/DeFi solutions
- Forum and conferences
- Thematic workshops
- Experiences
- Success stories
- Networking

2. Exhibition area

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3. Immersive experiences

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Pre-Launch Party in the Metaverse

3. Experiences inmersive

Have you ever been to Decentraland? Would you like to receive an exclusive wearable (NFT) for your avatar?

Join us at the event that we will celebrate on October 5 at 19:00 hours (Spanish time) in Decentraland where you will find:

- Exclusive discounts to attend the physical event in Zaragoza.

- Interviews with the organizing team and speakers

- Free Wearable as Proof of Attendance (NFT).

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Offered by:

POLYGONAL MIND

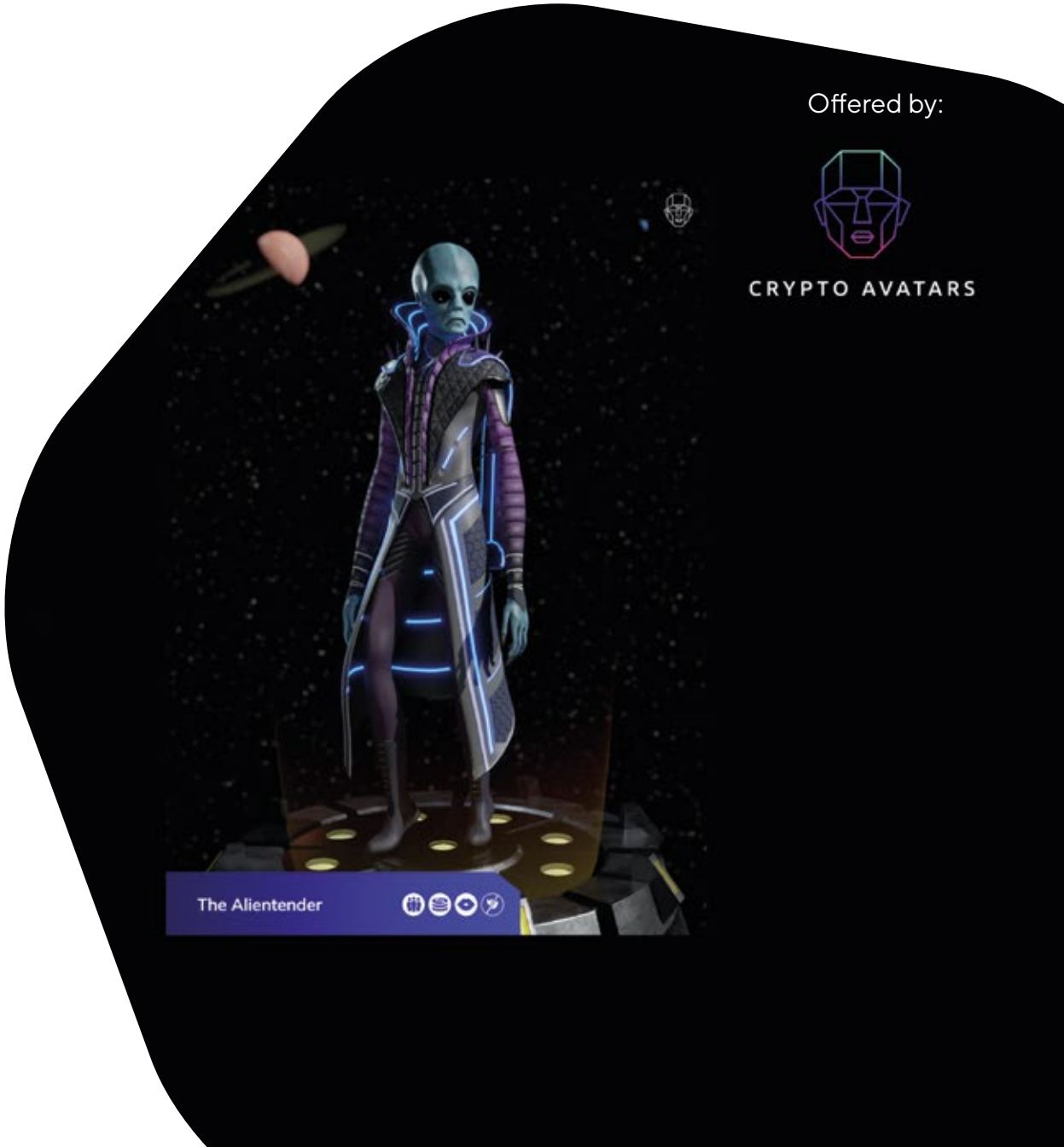
Crypto Avatars raffle

3. Experiences inmersive

Would you like to have the coolest virtual identity in the Metaverse?

Stop by Cryptoavatars Booth, learn all the possibilities that exist today in terms of the use of avatars (our representation in different virtual environments) and sign up for our raffle to win one of our latest interoperable avatars: "The Alientender" .

Don't let your entrance to the Metaverse go unnoticed and learn how to get the most out of the coolest avatar in the galaxy.



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Virtual and augmented reality experience

3. Experiences inmersive

Virtual reality glasses

All those attending the event will be able to use the Oculus Virtual Reality Glasses that will be available at the Deusens Booth with different immersive experiences. Live in first person what the Metaverse can become!

FunMirror experience

At Deusens Booth, you will be able to use FunMirror. FunMirror is an interactive photocall that uses Augmented Reality to introduce 3D elements into real space, through its camera and screen, allowing the user to take photos, videos, play mini-games or even pose with celebrities.

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Offered by:

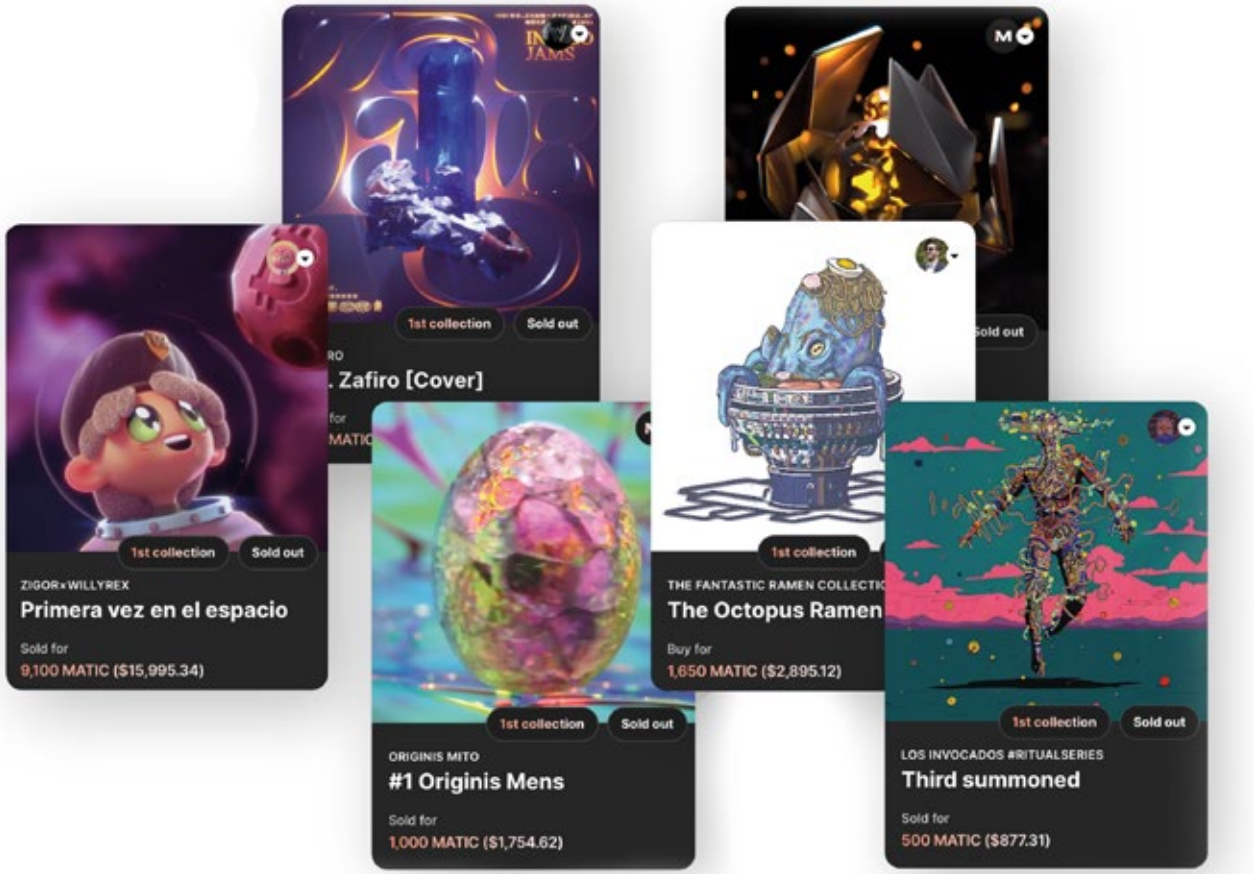
DEUSENS HIPEREXPERIENCIA

Web3 and NFTs experience

3. Experiences inmersive

Get ready to live an immersive experience in Web3 and NFTs thanks to our sponsor Rungie and the activities that we will prepare in its Booth!

At Rungie you will be able to understand how digital art in Web3 is a key to access your supercommunity. And what is a supercommunity? The place where brands, franchises and content creators break barriers and get closer to their most loyal audience through tokenization and blockchain.



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Offered by:
Rungie

NFTs Experience: Digital Fashion & Metaverse

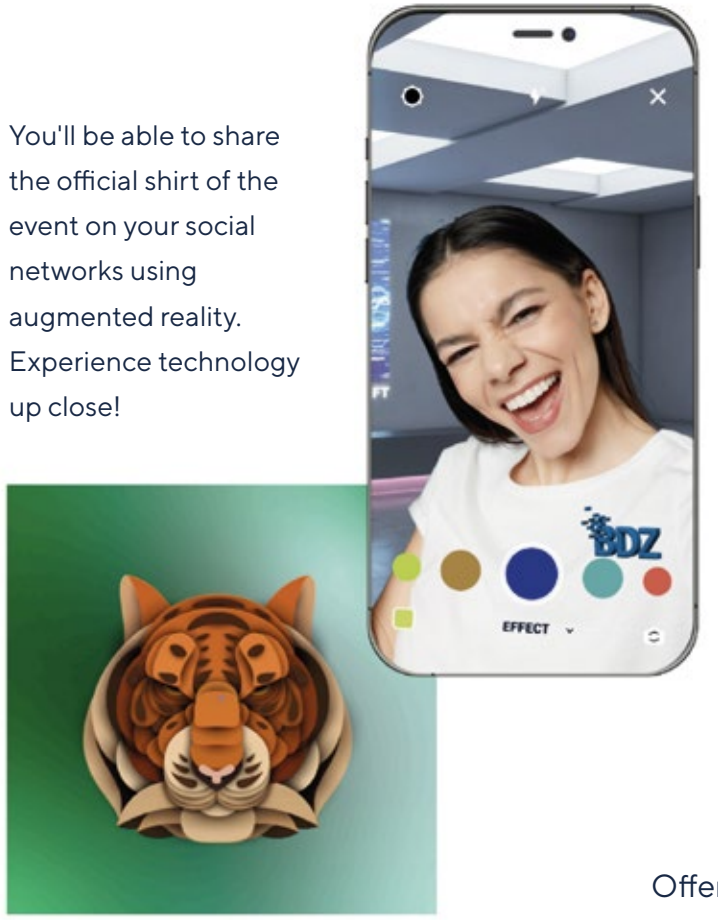
3. Experiences inmersive

The Chain Behind Me
CONSCIOUS PRODUCTION

The Chain Behind Me is a project based on blockchain that allows obtaining truthful information on the traceability of the products we purchase. For the congress they have prepared an initiative to promote sustainability in the metaverse that aims to exploit the potential of the blockchain to contribute to a more conscious future.

During the days of the congress we have created a space in the proto-metaverse of art.army, a gallery of ideas to share proposals on sustainability and blockchain. We will raffle this virtual space among the attendees along with a collection of NFTs inspired by endangered species.

You'll be able to share the official shirt of the event on your social networks using augmented reality. Experience technology up close!



Offered by:

art.army

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4. Location

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BDZ Space

Zaragoza Conference Center

Plaza Lucas Miret Rodriguez, 1,
50018 Zaragoza (España - Spain)
Tel.: (+34) 976 97 64 41

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Zaragoza

Privileged situation.

Located in the center of the most developed economic hubs in Spain. Within a radius of 350 kilometres, it gathers 60% of the Spanish population and 80% of the national GDP.

Good communications by air, motorway and rail network, including the AVE high-speed train.

Dynamic city, full of attractions for its visitors.

Wide range of business tourism, congresses and conventions. It also counts on cultural, sports, gastronomic tourism, among others.

Complete network of hotels of all categories.

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Blockchain Expo & DeFi Congress

A unique event in the world of blockchain, Web3 and decentralized finance

bdzevent.com

bdzevent@feriazaragoza.es

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Zaragoza (España)

+34 976 764 743

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