

#WorldMetaverseShow



IN-PERSON EVENT

Co-Host



**REDEFINING  
BRAND-CUSTOMER  
DYNAMICS**

**EVENT REPORT**

[worldmetaverseshow.com](http://worldmetaverseshow.com)

# REPORT OVERVIEW...

The 1st edition of World Metaverse Show —co-hosted by Rimaunangis, and held at the The Address Hotel, Dubai Marina on October 5th & 6th, 2022 — registered more than 800 global Metaverse, blockchain, and web 3.0 industry leaders under one roof to inspire and grow business opportunities through mutual relationships.

The Show was a thought-leadership-driven, business-focused, global initiative that brought together digital builders, entrepreneurs, investors, governments, enterprises, technology providers and experts from gaming, 3D, VFX, XR and Web 3.0 to showcase their work.

During the two-day showcase, experts and technology providers from around the world exhibited their solutions for the Metaverse. Qualified investors, buyers, and other stakeholders came together to network and meet with these representatives of the Metaverse ecosystem. This proved how resilient the regional Metaverse ecosystem really is.

In addition to this, the show also included keynotes, enterprise use-cases, product showcases, panel discussions and tech talks that addressed the trends and challenges in execution of future technology like virtual reality and its applications.

**800+**  
C-LEVEL ATTENDEES

**90%**  
DECISION MAKERS

**200+**  
INVESTORS

**50+**  
SPEAKERS

**50+**  
GOVERNMENT OFFICIALS

**25+**  
EXHIBITORS

**50+**  
MEDIA

**30+**  
COUNTRIES REPRESENTED

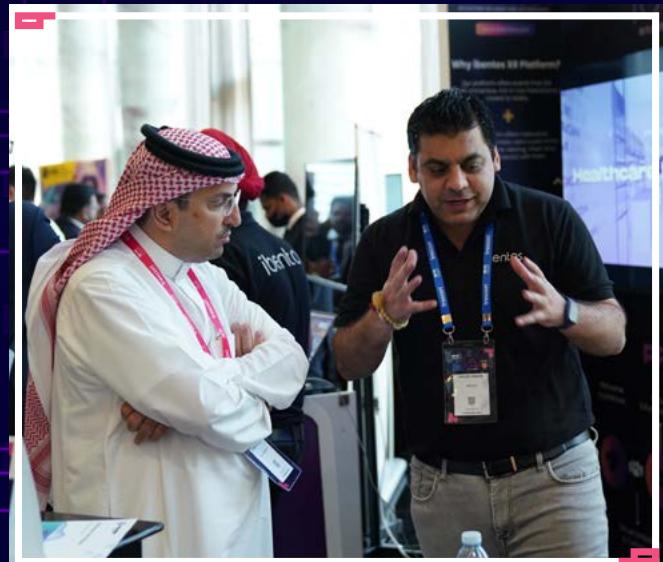


# HIGHLIGHTS



Access the gallery:

# HIGHLIGHTS



Access the gallery:

# TESTIMONIALS

C3

“ World Metaverse Show has been a Fantastic experience. Lots of people who have come to the show have very deep knowledge in this space, so it's very good for me to understand a little bit more to network. It is a great event with a lot of people in a similar universe. Ultimately, there are some huge learnings that we can get from this whole event itself. ”



KEVIN HOLLIDAY

Managing Partner,  
C3 - Companies Creating Change

UNICORP  
VENTURES

“ I was impressed from the beginning. When I arrived here, everyone was not just talking about Metaverse but the quality of people is different. I usually go to this kind of events, but this is different in the quality of the people. I mean, all the events, registration topics, speakers, are similar, but the people that I met here are different. They are more oriented on real project, real product and real problems of the world. And I enjoyed that very much. It's amazing. ”



CRISTIAN ONETIU

ex Shark Tank Investor,  
European TV Show, Founder - Unicorp Ventures

DEMOCRANCE  
Democratizing Insurance

“ My experience with Trescon and the World Metaverse Show has been flawless. It's a very well organized event, and everyone has been so kind and friendly to work with. We have had several opportunities to prepare for today, making sure that everything runs smoothly, and obviously that helps with managing the stress behind the scenes. ”



TANJA MAGAS

Chief Data Analytics Officer,  
Democrance

Blockchain  
Council

“ The prince brought us here. The prince's statements and the sheer fact that Dubai is going to be the hub of Metaverse's activity. Many key People are at the event like people from DP world and the Emirates bank. We've had visitors coming from Abu Dhabi. So I can see it shaping up like there's definitely something there. It's been fantastic. Before coming here more than the show, I researched Trescon and I realized these guys have been doing lots of shows. So they are in the networking field. Whether it's a defense expert or the blockchain expert, these guys can pull it off and deliver results. ”



ROHAN KULSHRESHTHA

AVP, Blockchain Council

# TESTIMONIALS



“The overall experience has been welcoming, insightful, and significant. There have been many new ideas that people are attempting to accomplish in the metaverse, including iterating their businesses related to cryptocurrency, payment processes, NFTs, art, travel, entertainment. It is clear that the leaders of all of their respective industry sectors are here, trying to learn more and trying to build partnerships to expand their businesses.”



**JOE CALLAHAN**  
CIO, Sansar

## Sorshaa

“I have been asked to be a moderator for one of the panel discussions centered around the rise of digital fashion in the Metaverse. I've also been very kindly and graciously been asked to host a talk myself at fireside chat, which is centered around branding and marketing strategies in the Metaverse. I must say, it's been so refreshing and so wonderful to meet the Trescon team and interact with them over the past few months. They've been incredibly organized, very, very friendly, and incredibly reassuring when it comes to timelines and organizing multiple functions across the world. I usually split my time between Dubai and London, so having different meetings and different time zones with all the different panelists and people that I work with was incredibly streamlined and really pleasurable.”



**SAHAR MILANI**  
Founder & Creative Marketing Director,  
Sorshaa Marketing



“A big hats off to the Trescon team. We've got this great strategic opportunity to really create what's next and new. Trescon is right on the cutting edge technology. They look to be creating the conversations we need to have now, a good sense of the future.”



**SUSAN FURNESS**  
CEO, Strategic Solutions



“I incubate many startups with cutting-edge technology and the World Metaverse Show brings a lot of potential customers to my start-up. A lot of them are from governments to big corporations. The main thing is, this is a very selective show, so it brings in a very high-class clientele. After speaking on the panel, I spoke to many people and connected with many via LinkedIn. As a result, I need to go through a lot of people during my workday, and I expect there will be more meetings after work as well.”

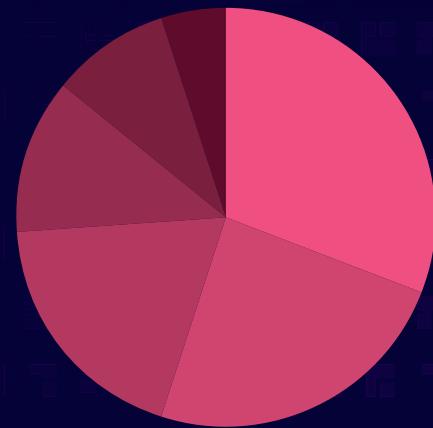


**SAM LAI**  
CEO, Meta Incubator

# PARTICIPANT SUMMARY

Attendee Industry / Vertical	Count
AR/VR/Metaverse	26%
Banking & Financial Services	16%
Construction and Real Estate	13%
Retail	10%
Hospitality & Tourism	7%
Health, Wellness and Fitness	6%
Education	5%
Logistics and Supply Chain	4%
Aviation & Aerospace	3%
Insurance	3%
Manufacturing	2%
Marketing, Advertising & Media	2%
Entertainment	1%
Environmental & Facility Services	1%
E-commerce	1%

Investors Profile



- Venture Capital & Private Equity - 31%
- Investment Management - 24%
- Institutional Investors - 19%
- Family Offices - 12%
- Hedge Funds - 9%
- Others - 5%

800+

C-LEVEL ATTENDEES

90%

DECISION MAKERS

200+

INVESTORS

50+

SPEAKERS

50+

GOVERNMENT OFFICIALS

25+

EXHIBITORS

50+

MEDIA

30+

COUNTRIES REPRESENTED

# SPEAKERS



**DR MARWAN ALZAROUNI**

Strategic Advisor,  
Digital Dubai  
United Arab Emirates



**BEVERLY RIDER**

Chief Commercial Officer and Head  
of Solutions of Delivery,  
NEOM Tech & Digital Co  
Saudi Arabia



**DR. RAMADAN ALBLOOSHI**

Advisor & Acting Director of Public  
Health Protection Dept,  
Dubai Health Authority (DHA)  
United Arab Emirates



**JOHN LACEY**

CM, MENA,  
Level Infinite  
United Arab Emirates



**BRIAR PRESTIGE**

Founder and CEO,  
Prestidge Group  
United Arab Emirates



**NICK VINCKIER**

Head of Corporate Innovation,  
Chalhoub Group  
United Arab Emirates



**PABLO OLIVERA BRIZZIO**

Director- Corporate Innovation,  
Abu Dhabi Ports Group  
United Arab Emirates



**CРИСТИАН ОНЕТИУ**

ex Shark Tank Investor, European  
TV Show,  
Founder - Unicorn Ventures  
United Arab Emirates



**CRAIG HUGHES**

Vice President of Architecture,  
Emirates NBD.  
United Arab Emirates



**BENEDETTA GHIONE**

Executive Director,  
Art Dubai  
United Arab Emirates

# SPEAKERS



**SAM LAI**  
CEO,  
MetaIncubator  
United Arab Emirates



**PAUL DAWALIBI**  
CEO,  
Holodeck Ventures  
United Arab Emirates



**TRI VU**  
Co-founder,  
Bizverse World  
Vietnam



**GLEN THOMAS**  
Partner - Head of Technology  
and Cyber,  
Grant Thornton UAE  
United Arab Emirates



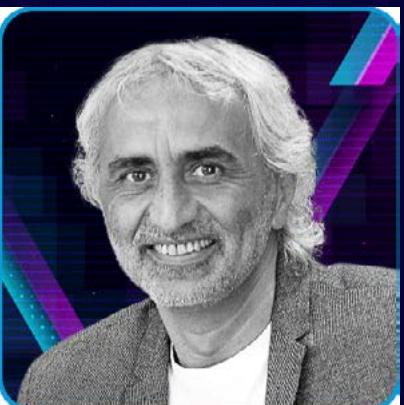
**JORGE SEBASTIÃO**  
Co-Founder Global Blockchain  
Organization, Co-Founder EcoX,  
CISSP  
United Arab Emirates



**FLORIAN UGHETTO**  
Co-Founder & Head of Digital  
Growth,  
Easy Wedding  
Georgia



**TANJA MAGAS**  
Chief Data & Analytics Officer,  
Democrance  
United Arab Emirates



**CUMAI A. HOUSN**  
Co-founder,  
Biennale.io  
United Arab Emirates



**AHMAD ALTARAWNEH**  
Senior Strategic Consultant,  
Dubai Police General HQ  
United Arab Emirates



**SAHAR MILANI**  
Founder & Creative, Marketing  
Director, Sorsha Marketing  
United Arab Emirates

# SPEAKERS



**AARYAN KAPUR**

Head - Digital Marketing,  
Aster DM Healthcare  
United Arab Emirates



**MATTHIAS MENDE**

Founder,  
Bonuz  
United Arab Emirates



**TANUJ SHORI**

Founder and Chief Executive Officer  
(CEO), Square Yards,  
Square Yards  
United Arab Emirates



**HODA ALKHZAIMI**

Director of research and  
development and advisor on  
emerging technologies and  
markets, Nyuad  
United Arab Emirates



**ROHAN KULSHRESHTHA**

AVP,  
Blockchain Council  
India



**DR. MAY EL BARACHI**

Associate Dean of Research & Head  
of Industry Outreach and Executive  
Learning,  
University of Wollongong  
United Arab Emirates



**RICO PANG**

CEO,  
Sanctum Global Ventures  
United Arab Emirates



**VINCENT MUST**

CEO,  
Astromust  
United Arab Emirates



**WEES ABRAHAM**

Managing Partner,  
Elekron Ventures  
United Arab Emirates



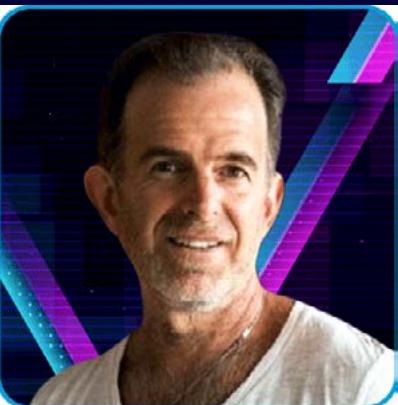
**HANY SAYED**

Director Of Innovation,  
D & B Properties  
United Arab Emirates

# SPEAKERS

**KEVIN HOLLIDAY**

Managing Partner,  
C3 - Companies Creating Change  
United Arab Emirates

**JUAN DE LASCURAIN**

Chief dreamer,  
Dream big world  
United Arab Emirates

**OBEDIAH AYTON**

Managing Partner,  
Synaptech Capital  
United Arab Emirates

**GAYATHRI DEVI JAYAN**

Global BU Head, Metaverse BU,  
L & T Technology Services  
India

**PAUL FARHI**

Founder & Head of UK Operations,  
Solidus Ai Tech  
United Kingdom

**SCOTT ARMSTRONG**

Founder,  
Mentl  
United Arab Emirates

**SONALI GOILA**

Head - Venture Capital & Private  
Equity,  
Panthera Capital Investments  
United Arab Emirates

**DIRK LUETH**

Co-Founder & Co-CEO,  
Uplandme, Inc.  
United States

**MINOS MINAS**

Deputy Program Manager,  
Plug and Play  
United Arab Emirates

**STEPHANIE BRETONNIERE**

CEO,  
POWR3.io  
United Arab Emirates

# SPEAKERS



**DEVAN MALHOTRA**

Managing Partner, Valhalla  
Ventures  
United States



**ALI MAKAHLEH**

Chief Executive Officer and  
Founder, GameIN  
United Arab Emirates



**MODERATOR**

**SHELDON JOHN DIAS**  
Educational Supervisor,  
GEMS Modern Academy, Dubai  
United Arab Emirates



**MODERATOR**

**ANISH SHIVDASANI**  
CEO,  
BNS MENAT  
United Arab Emirates



**MODERATOR**

**GRAF ANDRÉ POPOV**  
Managing Partner & Head of  
Blockchain Incubator, Princeton &  
Company  
United Arab Emirates



**MODERATOR**

**NIKITA SACHDEV**  
CEO and Founder,  
Luna PR  
United Arab Emirates



**MODERATOR**

**SUSAN FURNESS**  
CEO,  
Strategic Solutions  
United Arab Emirates



**MODERATOR**

**NATASHA CARELLA**  
Head - Sustainability,  
Landmark Group  
United Arab Emirates



**MODERATOR**

**NASREEN ABDULLA**  
Happiness Editor,  
Khaleej Times  
United Arab Emirates



**MODERATOR**

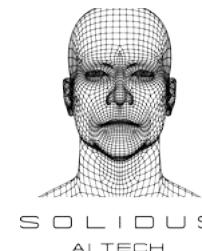
**EVGENIIA K**  
Founder of EK Digital Artist,  
NFT Expert,  
Women Empowerment advocate,  
United Arab Emirates

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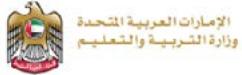
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LAND STERLING

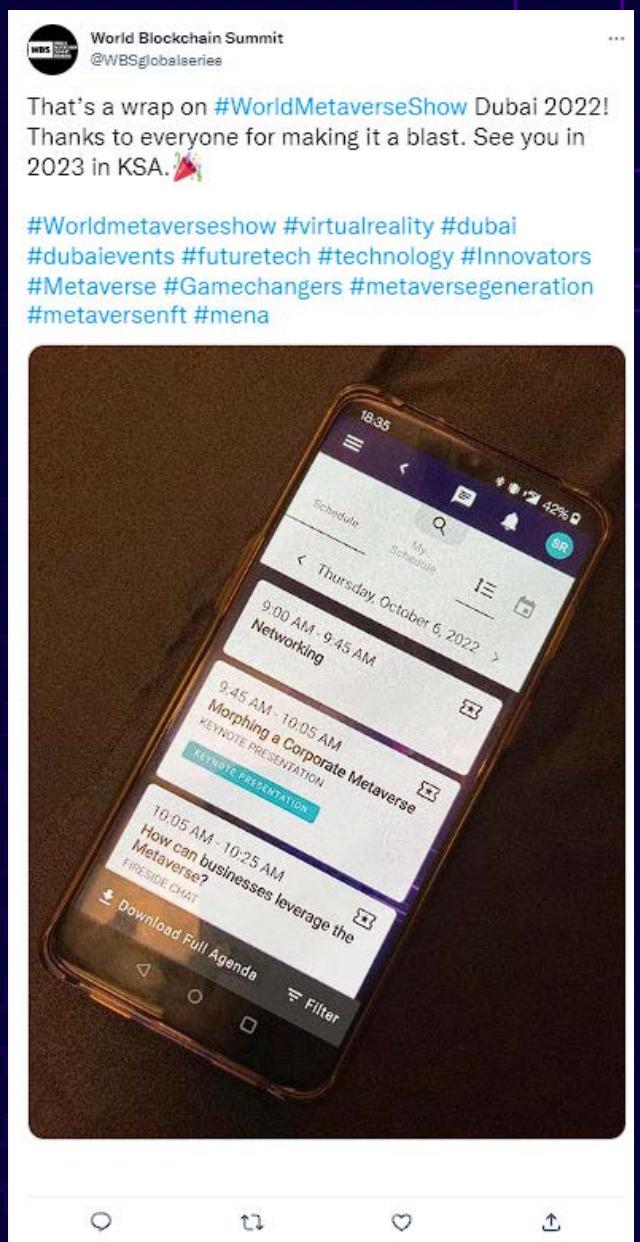
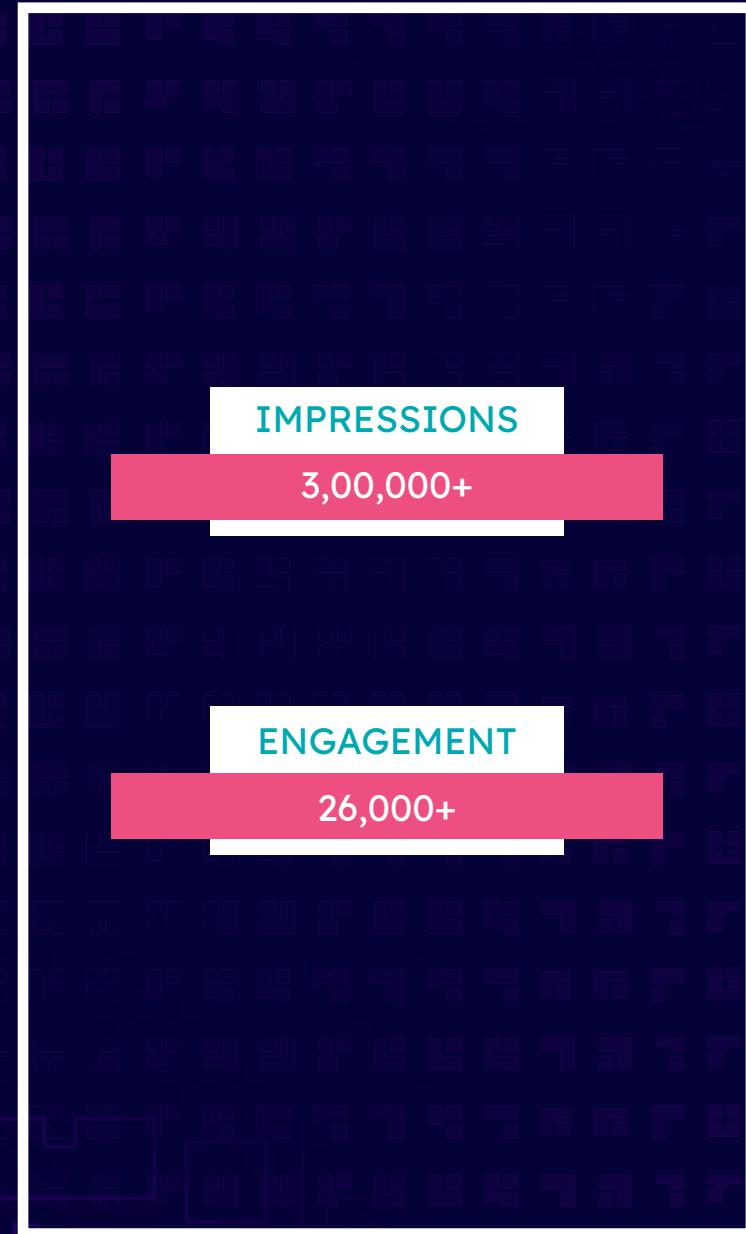
# DELEGATES



UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION



# SOCIAL MEDIA ENGAGEMENTS



# SOCIAL MEDIA ENGAGEMENTS

We look forward to seeing you there.  
The inaugural edition of World Metaverse Show is sponsored by Solidus AI Tech Ltd, BIZVERSE WORLD PTE LTD, I&T Technology Services, PICO XR and Uplandme, Inc.

If you're attending the event, be sure to tag us in your posts and use #TresconWMS and #WMSDubai to get featured on our social media.

#Worldmetaverseshow #virtualreality #dubai #dubaievents #futuretech #technology  
#Innovators #Metaverse #Gamechangers #metaversegeneration #metaversenft #mena  
#menaevents



Top 500 Digital Influencers Seeing Most Engagement on LinkedIn during  
tv show

Catch him speak live #WMSDubai 2022.

Block your seats today! <https://lnkd.in/gZjZFJWc>

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#metaversenft #mena #menaevents #digitaltransformation #PhysicalEvents



Second half of Day-2 at #WorldMetaverseShow and we're still a full house!

If you're attending the event, be sure to tag us in your posts and use #TresconWMS and #WMSDubai to get featured on our social media.

#Worldmetaverseshow #virtualreality #dubai #dubaievents #futuretech



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Congratulations to @SansarOfficial on winning the Startup Grand Slam Pitch Competition! 🎉

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# SOCIAL MEDIA ACKNOWLEDGEMENTS

 Ragu Crypto  
@ragucrypto

@CoinEdition is attending #WMSDubai 2022's conference. We're so proud to be the official #media partner for this great #event! Stop by and say hello!  


---

 World Blockchain Summit @WBSglobalseries - Oct 3  
We are pleased to introduce @CoinEdition as official media partner for World Metaverse Show - Dubai 2022!

Meet, engage and network with top media partners for maximum brand exposure at #WMSDubai 2022!  
Book tickets: [hub.li/Q01nLRwjo](https://hub.li/Q01nLRwjo)  
#Worldmetaversehow #virtualreality



IN-PERSON EVENT  
5-6 OCT 2022  
WORLD METAVERSE SHOW  
MANAGED BY trescon  
OFFICIAL MEDIA PARTNER  
Coin Edition  
Use code "TCEN10" to avail 15% off on ticket  
[www.worldmetaverseshow.com](http://www.worldmetaverseshow.com)

11:12 AM - Oct 4, 2022 - Twitter Web App

 milies.team We are delighted to share that our team attended the #WorldMetaverseShow! 😊⚡  
It was a full house at the Dubai World Metaverse show! 😊  
The global initiative did not disappoint in bringing together digital creators, businesspeople, investors, governmental agencies, corporations, technology suppliers, and specialists in gaming, 3D, VFX, XR, Web3, and other fields who filled the show with so many mind-blowing and innovative keynotes, panel discussions, product showcases, and tech talks -- all under one roof. 🤝

The show aimed to shape the future of the metaverse and beyond.

11:18 PM - Oct 5, 2022 - Twitter for iPhone

 Bizverse  
@BizverseWorld

#WorldMetaverseShow

🔥 BIZVERSE IS AT @WBSglobalseries IN DUBAI 🔥

Bizverse is honored to participate in the DUBAI METAVERSE STRATEGY program in the World Metaverse Show.

⌚ 5th, 6th October  
📍 The Address Hotel, Dubai Marina

Check out our showcase on #WMSDubai 2022



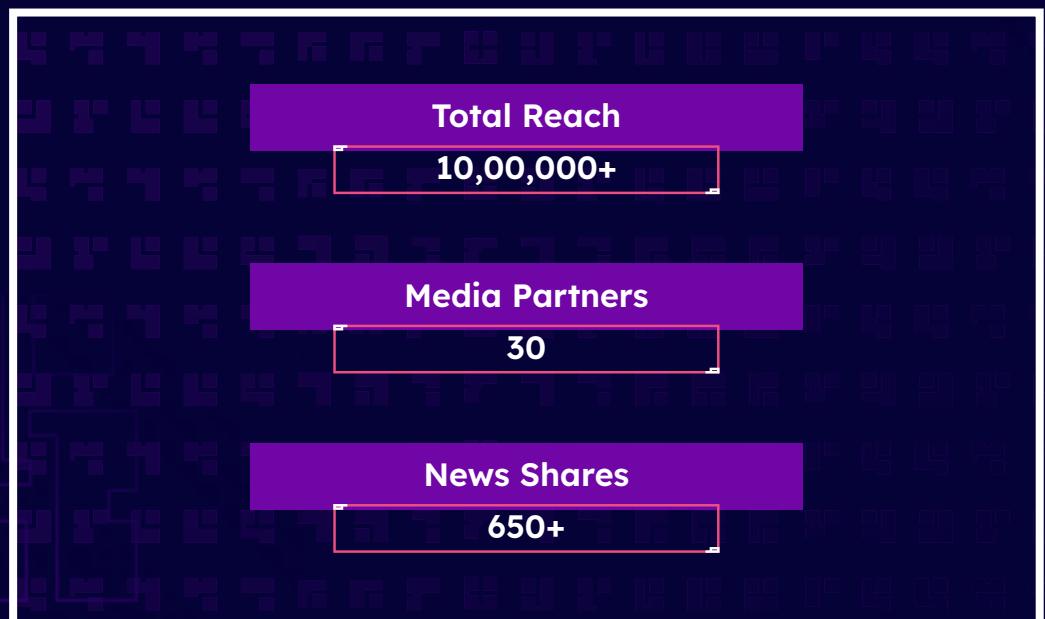
8:01 PM - Oct 5, 2022 - Twitter Web App

 vim2piece 🇮🇳 X 🇲ZN @LarryKa67391469 - Oct 5  
Replying to @BizverseWorld and @WBSglobalseries  
Great event ever

 crypto\_beddie 💎 💙, 💙 @vutran17092423 - Oct 5  
Replying to @BizverseWorld and @WBSglobalseries  
Wow time to take some Dubai Whales

 Gibbee @Gibbee91975873 - Oct 6  
Replying to @BizverseWorld and @WBSglobalseries

# MEDIA COVERAGE



**World Blockchain Summit Brings the World Metaverse Show, Set to Take Place October 5-6, 2022 in Dubai**

Newsfile Corp.  
September 13, 2022 - 3 min read

More than 500 Industry Experts and Influencers Set to Redefine Brand-Customer Dynamics

Dubai, United Arab Emirates--(Newsfile Corp. - September 13, 2022) - The inaugural edition of the World Metaverse Show, organised by the team behind the World Blockchain Summit, the largest global series of blockchain, crypto and web3 events, is bringing digital builders, entrepreneurs, investors, governments, enterprises, technology providers and experts from gaming, 3D, VFX, XR, and Web3.

Figure 1

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The show will be attended by top officials from across the globe including those from The Private Office of Sheikh Saeed bin Ahmed Al Maktoum.

The Dubai Metaverse Strategy is set to shape the future of the metaverse spearheaded by HH Sheikh Hamdan bin Mohammed Al Maktoum, Crown Prince of Dubai, which aims to turn Dubai into one of the world's top 10 metaverse economies as well as a global hub for the metaverse community.

**CoinsCapture** Search Coins and Exchange

5-6 OCT 2022  
THE ADDRESS HOTEL DUBAI MARINA

**WORLD METAVERSE SHOW** MANAGED BY trescon

Meet Enterprise Elites, Government Officials And The Global Metaverse Community

World Metaverse Show in Dubai

Venue: Dubai

Details:

12th September, Dubai, United Arab Emirates: The inaugural edition of the World Metaverse Show, organised by the team behind the World

**Bloomberg** Asia Edition ▾ Sign

Business

**World Blockchain Summit Brings the World Metaverse Show, Set to Take Place October 5-6, 2022 in Dubai**

September 13, 2022 at 11:04 PM GMT+5:30

More than 500 Industry Experts and Influencers Set to Redefine Brand-Customer Dynamics

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Figure 1

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# MEDIA COVERAGE

## ACN NEWswire

English | 简体中文 | 繁體中文 | 한국어 | 日本語

The 22nd Edition of World Blockchain Summit is set to take place in Dubai this October

The 22nd global edition World Blockchain Summit will bring together world leading crypto influencers, policymakers, key government delegates, media, family offices, HNIs, and other curated investors to foster the crypto and blockchain community across the globe.

DUBAI, Sept 15, 2022 - (ACN Newswire) - The 22nd global edition of the World's Biggest Blockchain Summit Series is making a big return to Dubai on October 17 - 18 at Atlantis, The Palm in Dubai, as one of the most elite gatherings of the global crypto and blockchain ecosystem.



**COINTELEGRAPH**  
The future of money

WMSDubai to see more than 500 industry experts and influencers redefine brand-customer dynamics



## MYTECHMAG

More than 500 industry experts and influencers set to redefine brand-customer dynamics at the World Metaverse Show in Dubai on October 5-6 2022

by Emily Johnson — September 27, 2022 · In Press Release



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## More than 500 industry experts and influencers set to redefine brand-customer dynamics at the World Metaverse Show in Dubai on October 5-6 2022

*16th September, Dubai, United Arab Emirates:* The inaugural edition of the World Metaverse Show, organized by the team behind the World Blockchain Summit, the largest global series of blockchain, crypto, and web3 events, is bringing digital builders, entrepreneurs, investors, governments, enterprises, technology providers and experts from gaming, 3D, VFX, XR, and Web3.

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**Bitcoin World**

Get More than 500 industry experts and influencers set to redefine brand-customer dynamics at the World Metaverse Show in Dubai on October 5-6 2022

BY VICTORIA · SEPTEMBER 14, 2022 · 0 COMMENTS · 2 MINUTES READ · 99 VIEWS · 2 MONTHS AGO  
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*1 2th September, Dubai, United Arab Emirates:* The inaugural edition of the World Metaverse Show, organised by the team behind the World Blockchain Summit, the largest global series of blockchain, crypto and web3 events, is bringing digital builders, entrepreneurs, investors, governments, enterprises, technology providers and experts from gaming, 3D, VFX, XR, and Web3.

The show will be attended by top officials from across the globe including those from The Private Office of Sheikh Saeed bin Ahmed Al Maktoum.

The Dubai Metaverse Strategy is set to shape the future of the metaverse spearheaded by HH Sheikh Hamdan bin Mohammed Al Maktoum, Crown Prince of Dubai, which aims to turn Dubai into one of the world's top 10 metaverse economies as well as a global hub for the metaverse community.

The objective is twofold; five times the number of blockchain and metaverse companies in five years and help the country establish 40,000 virtual jobs and add \$4 billion to Dubai's economy in five years.

# MEDIA COVERAGE



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## MORE THAN 500 INDUSTRY EXPERTS AND INFLUENCERS SET TO REDEFINE BRAND-CUSTOMER DYNAMICS AT DUBAI'S WORLD METAVERSE SHOW

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## 16 SEP MORE THAN 500 INDUSTRY EXPERTS AND INFLUENCERS SET TO REDEFINE BRAND- CUSTOMER DYNAMICS AT DUBAI'S WORLD METAVERSE SHOW

Posted at 11:50h in News, Security Events by Niamh Spence

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## DCC TALKS

### More than 500 industry experts and influencers set to redefine brand- customer dynamics at the World Metaverse Show in Dubai on October 5-6 2022

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27<sup>th</sup> Year of Publication  
**siliconindia**

## More than 500 Industry Experts and Influencers set to redefine brand-customer dynamics

By siliconindia | Monday, 03 October 2022, 03:16:56 PM IST



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Cryptopolitan

### More than 500 industry experts and influencers set to redefine brand-customer dynamics at the World Metaverse Show in Dubai on October 5-6 2022



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**THE TALK OF THE TOWN!**  
DON'T MISS THE CHANCE TO MEET GLOBAL LEADERS AND INFLUENCERS  
TODAY IS THE LAST DAY

Hello there,

The World Metaverse Show attracted over 450 attendees on its first day. Attendees include C-suite executives, heads of departments and VP/directors, CIOs, CEOs, CTOs, chief digital officers and heads of innovation.

The event is the talk of Dubai, and people couldn't get enough of it! When you see all the amazing things at the World Metaverse Show, you'll be blown away! You won't want to miss out on this event.



**The Agenda Is Out!**

The World Metaverse Show is **only a few days away**, and we can't wait to welcome you. In the meantime, here's what's coming up:

Mark your calendars for

**5 - 6 OCTOBER**

**PURCHASE YOUR PASS**

Hurry and get your ticket now!

Here's a session you don't want to miss:

[Click here](#) to see full agenda.

## Topics of Interest

- Design Software Vendors
- Digital Assets
- E-commerce
- Gaming, AR & VR Hardware
- Live Entertainment
- NFT
- NLP
- Online Game Makers
- Social Networking
- Workplace

## Welcome Aboard!

Join us on the [World Metaverse Show](#), taking place from October 5-6, 2022, in Dubai, UAE. We're excited to bring you the latest updates, networking opportunities, and speaker announcements. Stay tuned for more information and updates.

Check back often for the latest updates, speaker announcements, and exhibitor details.

[For Previous Event Report](#)

### What is WB5?

WB5 connects global blockchain gurus and technology players in this space, including emerging startups – with regional businesses, government authorities, IT leaders, tech entrepreneurs, investors, and blockchain developers.

This is a great opportunity to network and learn from industry experts.

## Confirmed Speakers



### LEGENDARY SPEAKERS



### 500+ ATTENDEES



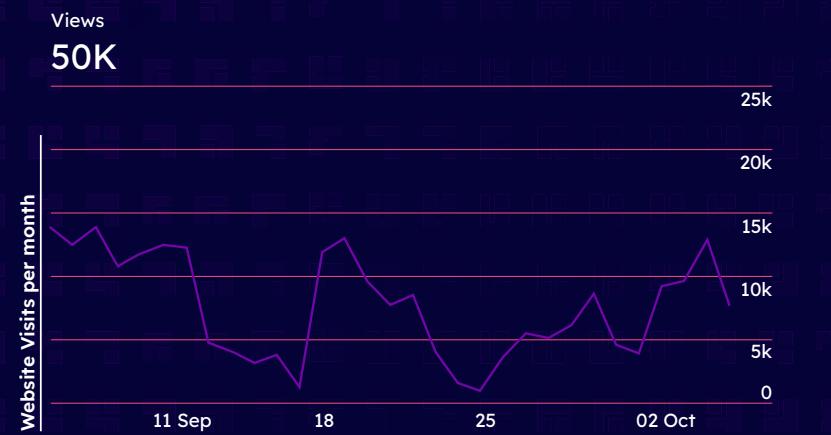
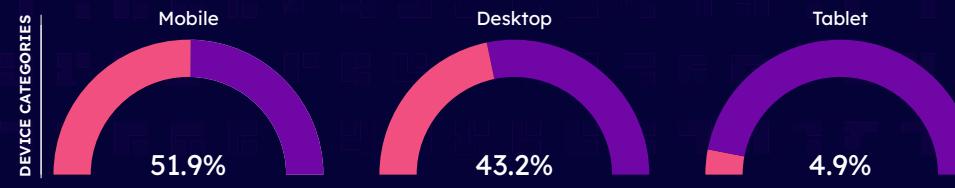
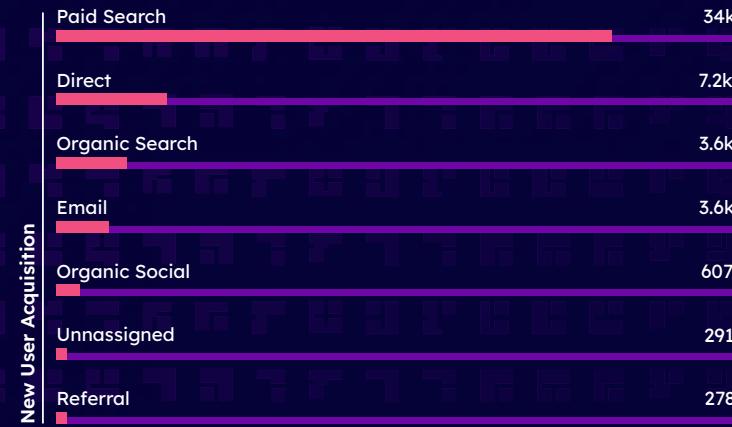
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## OPENING ADDRESS

**Transformational Journey & Beyond.**

Mohammed Saleem, Trescon's Founding Chairman, talked about the company's transformational journey from launching a series of future tech events that helped company recover from the early stages of the pandemic. He also announced about a recently held event and mentioned about Trescon's future events too.

The founding chairman also spoke about how Trescon has been helpful to 1,000's of organizations by connecting them through virtual events during the pandemic and was an active part of their business growth, during the time of crisis.

“The World Metaverse show series is the brain child of experts from the World Blockchain Summit series and our initiative here is very clear. To ensure that each one of you get up to speed with the latest trends in Metaverse space”

The opening address was delivered by:

**MOHAMMED SALEEM**

Founding Chairman, Trescon and WBS Events

## OPENING KEYNOTE

**Metaverse Framework and Policy Making**

Dr. Marwan Alzarouni's opening keynote presentation focused on Dubai's Metaverse vision—one that pushes for innovation and economic contribution. The session focused on talent development through education and training, as well as government use cases.

In his keynote speech, he emphasized the importance of having infrastructure that relies on digital identity, seamless payments, and connectivity technologies. These technologies will evolve in the future, which is important to realize their value from social impact, gaming, fashion, medicine and NFTs.

“Whoever control the Metaverse will control the world and everything in it.”

**DR MARWAN AL ZAROUNI**

Strategic Advisor, Digital Dubai

[VIEW SESSION](#)

## PANEL DISCUSSION



### PANELLISTS

**SAM LAI**  
CEO, Meta  
Incubator

**JORGE  
SEBASTIAO**  
Co-Founder,  
ECOX

**CUMAI A  
HOUSN**  
Co-Founder,  
Biennale.io

**NICK  
VINCKIER**  
Head of Corporate  
Innovation,  
Chalhoub Group

**BENEDETTA  
GHIONE**  
Executive  
Director, Art  
Dubai

### MODERATOR

**EVGENIIA**  
Founder, EK

## NFTs - The optimal currency for the Metaverse

The panel took a look at the significant impact of non-fungible tokens (NFTs) in an emerging economy. The discussion began by exploring what a meta incubator is, followed by a discussion of blockchain technology regulations and how brands are getting involved in Metaverse. The panel then explored the NFT market from a government's point of view and compared it to how things were before "covid time". This discussion also shed light on how retail brands can overcome challenges when entering Metaverse. It further explored the differences between traditional art and NFT art, as well as where value lies in them. The panel concluded with a summary of their opinions on where these innovations will take us tomorrow and how they may affect us in the future.

[VIEW SESSION](#)

## FIRESIDE CHAT



### PANELLISTS

**JOHN LACEY**  
CM, MENA, Level Infinite

**PAUL DAWALIBI**  
CEO, Holodeck Ventures

### MODERATOR

**SUSAN FURNESS**  
CEO, Strategic Solutions

## Web 3.0: Revolutionizing the Gaming Industry

The fireside chat featured experts who discussed the impact of Web 3.0 on the gaming industry in the MENA region. During the session, the speakers looked at how the introduction of new technologies has revolutionized gaming and how it is providing opportunities for growth. The session also explored some key trends and pitfalls that need to be addressed while generating content for gamers in the Middle East and North Africa (MENA). It concluded with emphasis on security issues related to gaming and opportunities for collaborating between stakeholders.

[VIEW SESSION](#)



## Metaverse: The Next Challenge in Public Health Outcomes and Benefits

Dr. Ramadan AlBlooshi spoke to the audience about Dubai's Metaverse Strategy - the aims of this program, and how it can be used in education, mental health treatment, cardiovascular health management, and public health awareness programs.

He also examined the technology in terms of how it can be used in research discovery and physician engagement.

"During the COVID-19 pandemic, 43% of healthcare facilities could deliver remote therapy to patients. That percentage has now risen to 95%. The Metaverse will provide telemedicine visits with a virtual office, where patients and physicians can meet in a 3D clinic."

### DR. RAMADAN ALBLOOSHI

Advisor & Acting Director of Public Health Protection Dept, Dubai Health Authority (DHA)

[VIEW SESSION](#) [PRESENTATION](#)



## Cybersecurity & Metaverse: Constructing Ecosystems of Trust

Glen Thomas, in his keynote speech, explored the possibilities of the conversational Metaverse—an environment where people share spaces with experiences and ideas. He looked into how to move from a physical world to a digital one with integration of e-commerce, mixed reality (MR), augmented reality (AR), and virtual reality (VR).

Glen also mentioned how to manage cybersecurity issues with common challenges faced by companies today. With that, behavioral changes that will affect our relationships as we move into a Metaverse environment was also spoken about. At the end, he emphasized that it is important to maintain safety measures while interacting online or in MR/VR environments.

"An avatar is an extension of who we think we look like or what we think other people to think we look like. Every avatar should be unique and secured because most of your PIIA and other sensitive data is linked to your avatar."

### GLEN THOMAS

Partner, Head of Technology & Cyber, Grant Thornton

[VIEW SESSION](#)



## The platform moment for Web3 and the Metaverse

Dirk Lueth shared his insights about infrastructure and the economy. He talked about how to target users beyond crypto-aficionados, and explained how Metaverse entrepreneurs can benefit from using the platform.

He emphasized on how the platform enhances usability by providing options to brand the store. He shared use cases of his partnerships with various brands and demonstrated on how to create a car economy with brand activation opportunities everywhere across the value chain.

“Upland’s ultimate goal is to become a carbon-negative Metaverse by using a low-energy blockchain and an Offsetting carbon footprint”

### DIRK LUETH

Co-Founder & Co-CEO, Uplandme, Inc.

[VIEW SESSION](#) [PRESENTATION](#)



## GameIN: The Metaverse Agency For Your Web 3.0 Needs

Ali Makahleh, in his tech talk, shared a detailed overview of the consumer thought and the next generation mindset. He demonstrated how products and services offered by GameIn can help organizations in digital transformation.

He also shared several use cases in the region that helped some existing organizations and showed how they can be customized to meet new requirements for Web 3.0.

“GameIN is the Metaverse agency for your web 3.0 needs which offer 3D space and NFT Development.”

### ALI MAKAHLEH

Chief Executive Officer and Founder, GameIN

[VIEW SESSION](#)

## PANEL DISCUSSION



### PANELLISTS

**BRIAR PRESTIDGE**  
Founder & CEO,  
Prestige Group

**TANJA MAGAS**  
Chief Data &  
Analytics Officer,  
Democrance

**JUAN DE  
LASCURAIN**  
Chief Dreamer,  
Dream Big World

**STEPHANIE  
BRETONNIERE**  
CEO, POWR3.io

### MODERATOR

**SAHAR MILANI**  
Founder & Creative  
Marketing Director,  
Sorsha Marketing

## Rise of Digital Fashion in the Metaverse

The panel discussion began with the best practices in Metaverse fashion. This was followed by the importance of bringing value and utility to fashion, with how to search and decide on the platform most suited for hosting a shop. The panelists shared their experience in navigating the crisis through Covid. Discussions on changes in customer perception and relationships from the rise of Metaverse fashion were made. Also, the panelists talked about how to take risks and identify business opportunities. Lastly, the discussions ended with what the future holds for this industry in spite of ongoing skepticism.

[VIEW SESSION](#)



## Digital Twin: From Industry to The Metaverse

Tanuj Shori, in his keynote presentation, spoke about a concept that could forever change the way one does business. He focused on real-life implementation of a digital twin technology. In explanation, using a real time 3D technology, businesses can fundamentally change how creativity, innovation, and collaboration happens. Also, Tanuj spoke about how to create a digital twin application, shared use cases in the real estate industry—digital twins to the Metaverse (virtual universe).

He demonstrated about how Storyboard allows you to create a virtual reality world of your real estate and spoke about salesmen taking potential customers on a tour of their homes before they are even built. Square Yards has developed the world's first real estate Metaverse exploration technology capable of providing clients with a better idea of a property before they make a purchase.

" Through the Metaverse experience, the users will not be able to just roam around and see what the facilities of the hotel will look like, but will be able to view much more collaborative experiences apart from that."

**TANUJ SHORI**  
CEO, Square Yards

[VIEW SESSION](#)

## PANEL DISCUSSION



### PANELLISTS

**AHMAD AL TARAWNEH**  
Senior Strategic Consultant, Dubai Police General

**GAYATHRI DEVI JAYAN**  
Global BU Head, Metaverse BU, L & T Technology Services

**ALI MAKAHLEH**  
Chief Executive Officer and Founder, GameIN

### MODERATOR

**DR ANISH SHIVDASANI**  
CEO, BNS MENAT

## How can Enterprise benefit from the Metaverse?

The panel discussion concerning the future of Metaverse enterprises began with a debate on whether the technology should be centralized or decentralized. The speakers then considered how an enterprise might respond if Facebook and Google became dominant in the market, what effect this could have on enterprises, and whether organizations would have virtual assistants that can substitute for real people. They also explored bizarre possibilities such as what would happen if digital avatars could do the work instead, and employees could take a break somewhere. They further considered whether certain industries could capitalize on Metaverse while others might be threatened by it. Finally, they evaluated on how long it would take for everyone to access VR headsets.

[VIEW SESSION](#)

## PANEL DISCUSSION



### PANELLISTS

**MINOS MINAS**  
Deputy Program Manager, Plug and Play

**VINCENT MUST**  
CEO, Astromust

**DIRK LUETH**  
Co-Founder & Co-CEO, Uplandme, Inc.

### MODERATOR

**PAUL DAWALIBI**  
CEO, Holodeck Ventures

## Metaverse and the future of Gaming

The discussion opened up a dialogue on the relationship between Metaverse and gaming. The panelists then shared their views on whether the Metaverse technology is a short-term fad or has long-term value. They also discussed their observations on why someone would prefer to be a digital twin avatar of themselves in the Metaverse. Further, the discussion moved in deeper on understanding the percentage of Metaverse as an economy factor with circling to the most asked question of where Metaverse is evolved from. They concluded by understanding if the Metaverse gaming business model would replicate traditional approaches or leverage other methods like subscriptions models.

[VIEW SESSION](#)

## TECH TALK



## Morphing a Corporate Metaverse

In this keynote presentation, Pablo Olivera Brizzio discussed how Abu Dhabi Ports Group morphed its corporate Metaverse. He shared his personal experience on a project that launched in February 2022. Pablo spoke about the team involved, platforms used for hosting and technical requirements. Further, he spoke about culture differences, attire rules and regulations , and how he was able to overcome these differences with his team.

At the conclusion, Pablo mentioned about how Abu Dhabi ports group encourage new technologies and have summer programs for students.

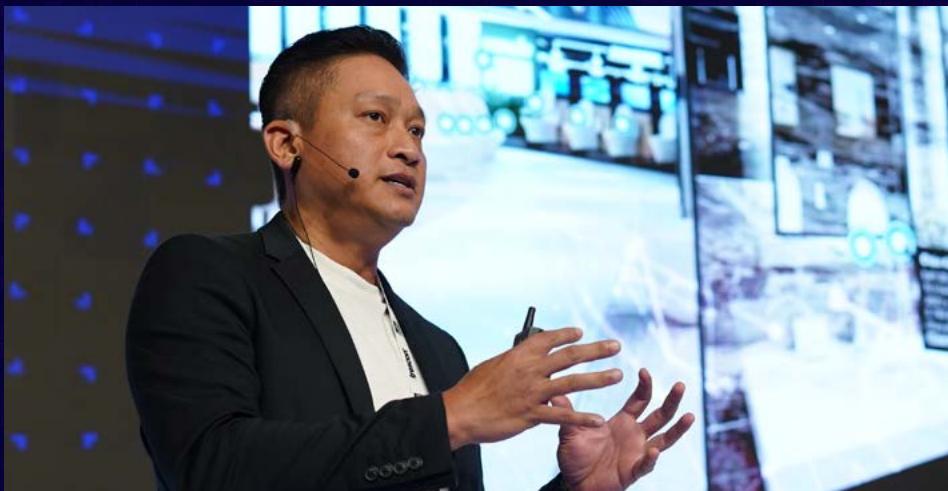
"In a few months we were able to take the large organization from ground Zero to a decent and educated level of understanding. We opened the eyes of stake holders and decision makers on the business potential and the new channels to interact with the customers and employees. In other words, we contributed to put Abu Dhabi port at the forefront of innovation preparing the group to be leaders not only in port logistics and maritime but also in the new revolution of Metaverse."

### PABLO OLIVERA BRIZZIO

Director - Corporate Innovation, Abu Dhabi Ports Group

[VIEW SESSION](#)

## KEYNOTE



## Metaverse Platform for Business

In his keynote speech, Tri Vu shared his vision for the future of businesses. He first introduced how businesses in all industries such as tourism, real estate, entertainment, education, e-commerce, marketing, banking and others are seeing huge opportunity in Metaverse technology.

Tri Vu then talked about the challenges of entering this new space by outlining key decisions that will make it possible for their company to succeed in the Metaverse.

"During Covid 19, the whole world changed and according to the lloyd, what we call the "at home consumption market" is a huge opportunity for all the businesses. It has a \$3 trillion opportunity and applies to all industries—retail, logistics, marketing, banking, financial services and others."

### TRI VU

Co-founder, Bizverse World


[VIEW SESSION](#)

## FIRESIDE CHAT



### PANELLISTS

**AARYAN KAPUR**  
Head - Digital  
Marketing, Aster  
DM Healthcare

### MODERATOR

**NIKITA SACHDEV**  
CEO & Founder,  
Luna PR

## How can businesses leverage the Metaverse?

In this fireside chat, a conversation featuring a panelist and a moderator, discuss why luxury brands are entering the Metaverse and how businesses can leverage it. The panelist also talks about whether social distancing will be detrimental to them or be socially ok. They dwell on the topic of whether larger financial institutions will benefit from entering the Metaverse and they evaluate how active Saudi regions have been since entering. They then analyze the most important use cases and conclude by talking about interoperability within different Metaverses.

[VIEW SESSION](#)

## FIRESIDE CHAT



### PANELLISTS

**DR MAY EL BARACHI**  
Associate Dean of  
Research & Head of  
Industry

**ROHAN  
KULSHRESHTHA**  
AVP, Blockchain  
Council

### MODERATOR

**SHELDON JOHN DIAS**  
Educational Supervisor,  
Gems Modern Academy,  
Dubai

## Technological capabilities associated with Metaverse for Education Sector

In this fireside chat, the panel of experts discussed how Metaverse can be used to enhance medical training. They were particularly interested in how Metaverse could help students learn about how to perform surgeries, analyze anatomical data and become more knowledgeable about their subjects. The panelists questioned whether current technology is advanced enough for this kind of learning experience and what challenges need to be faced before education institutions could adopt the technology in full. They also evaluated which technology—virtual reality or Metaverse—is better suited for educational purposes and concluded by discussing how Metaverse could democratize the education market by opening it up to more people around the world.

[VIEW SESSION](#)

## FIRESIDE CHAT



### PANELLISTS

**FLORIAN UGHETTO**  
Co-Founder & Head of  
Digital Growth, Easy  
Wedding

### MODERATOR

**NASREEN ABDULLA**  
Happiness Editor,  
Khaleej Times

## Is it the right time to take the wedding industry into the Metaverse?

In this fireside chat, the panelist described his Metaverse wedding and what it was like to be a pioneer in this new realm of technology. He talked about his avatar and the clothes he wore, as well as what it was like to meet someone in an entirely new and different way. He spoke about the highlights of his Metaverse wedding and the challenges he faced while hosting long distance visitors. He also offers advice on what couples should consider when planning to get married in the Metaverse.

[VIEW SESSION](#)

## FIRESIDE CHAT



### PANELLISTS

**SCOTT ARMSTRONG**  
Founder, Mentl

**MATTHIAS MENDE**  
Founder, Bonuz

### MODERATOR

**SUSAN FURNESS**  
CEO,  
Strategic Solutions

# The Creator Economy: Exploring the parallel role of the Media and Entertainment sectors as ownership, decentralization, flexibility, and collaboration underpins Web3 and the Metaverse.

In this fireside chat, panelists discussed about how media and entertainment professionals can benefit from the so-called “creator economy.” They began by talking about the creator economy in general. Explanations took off in several ways mentioning creators can earn substantial sums of money. The panelists then highlighted several ways to create content that aligns with the audience preferences. With that, the chat moved forward talking about the process of getting a non fungible token (NFT) badge. Finally, they ended discussions with guidelines for crafting a successful web 3.0 community and collaborating with others on projects.

[VIEW SESSION](#)

## FIRESIDE CHAT



### PANELLISTS

**SAHAR MILANI**  
Founder & Creative  
Marketing Director,  
Sorshaa Marketing

### MODERATOR

**NATASHA CARELLA**  
Head - Sustainability,  
Landmark Group

## Branding & Marketing in the Metaverse

In this fireside chat, Sahar Milani discussed the differences between branding strategy and marketing strategy. She then spoke on how to market meta curious brands with answering the commonly asked question of whether brands should wait for customers to embrace the technology or introduce it to their customers. Then, she doubled down on what kind of investments brands need in order to take a step forward in the Metaverse journey. Next, she gave an insight into how Metaverse is changing traditional marketing approaches and things to look for in a Metaverse marketing strategy. Also, Sahar Milani spoke about the risks involved in order to give an overview of both ends of the spectrum. Finally, the chat ended saying that authenticity should be at the forefront of all brand communication efforts in this new environment.

[VIEW SESSION](#)



## Metaverse in Banking

Craig Hughes, in his keynote presentation, spoke about the adaptation of technology in the banking industry. He talked about the different phases of technological adaptation, from learning to implementation. He also spoke about how to understand customer demographics and how to keep up with changing regulations. Further, Craig Hughes emphasized on keeping up with technological advancements by staying dynamic and adapting quickly to technological advancements.

After speaking about the lifecycle of technologies that disrupt finance—how they emerge and where they will go next, he concluded by talking about the future of banking by giving us an insider's perspective.

"Banking in the Metaverse, Taking part in financial transactions in the Metaverse, Taking part in purchase of assets, and all the things the banks should do in the virtual world... how do we get in there?"

**CRAIG HUGHES**

Vice President of Architecture, Emirates NBD

[VIEW SESSION](#)



## Metaverse Platform for Business

In his keynote, Paul Farhi outlined a significant problem: the lack of high-performance computing facilities in the global top 10 companies. This limits companies' ability to take advantage of HPC capabilities and potentially compromises the security and latency of their systems. He proposed that Solidus Ai Tech Limited's HPC infrastructure platform could fill this gap by providing access to affordable, sustainable, fast, secure and reliable processing power for customers around the globe.

At the end, Paul Farhi talked about his recently launched utility token called AITECH to be used as payment for software applications available through the computing platform.

"We have recently launched the world's first Artificial intelligence utility token, AITECH to be used in our infrastructure as a service platform to license AI as a service software application to render high performance computing power from our 8000 sq. ft. eco-friendly data centre. "

**PAUL FARHI**

Founder & Head of UK Operations, Solidus Ai Tech



[VIEW SESSION](#)



## Digital Life Out Of The Box

In his keynote presentation, Hany Sayed spoke about the Digital Life Out Of The Box. He discussed how technology has revolutionized the world, transforming it in ways that would have been hard to imagine a decade ago. With that, a brief on how the technological revolution is taking this transformation to the next level was also given. Comparisons and contrasts were made about digital transformation with its predecessor, traditional transformations especially in relation to the challenges of continuous integration and delivery. Further, Hany Sayed was optimistic about how to embrace the digital transformation with new technology, the Metaverse. Finally, he discussed the need for changes in management strategies within a connected organization and the importance of having a 360-degree vision.

“Metaverse is a CI (Continuous Integration) and CD (Continuous delivery) technology.”

### HANY SAYED

Director of Innovation, D & B Properties

[VIEW PRESENTATION](#)

## PANEL DISCUSSION



### PANELLISTS

**CRISTIAN  
ONETIU**  
Founder,  
Uniorp  
Ventures

**WEES  
ABRAHAM**  
Managing  
Partner, Elekron  
Ventures

**OBEDIAH  
AYTON**  
Managing  
General Partner,  
Synaptech

**KEVIN  
HOLLIDAY**  
Managing  
Director, C3

**RICO PANG**  
CEO,  
Sanctum  
Global  
Ventures

**Sonali Goila**  
Head – Venture  
Capital & Private  
Equity, Panthera  
Capital Investments

### MODERATOR

**Graf André Popov**  
Managing Partner &  
Head of Blockchain  
Incubator, Princeton  
& Company

## Metaverse shaping the Investment Landscape in the future

During the panel discussion, investors shared their thoughts on the opportunities in Metaverse technology and where they see skepticism. They also shared their opinion on what is the first cautious step to take before entering Metaverse and what investments should be made to ensure success. The discussion also brought up thoughts on bridging the real life with the virtual world (by using augmented reality) and use cases of startups they are working with in this technology. At the end, the panelists spoke about how they would choose potential startups before investing in them.

[VIEW SESSION](#)

## TECH TALK

**Metaverse value economy**

In her keynote presentation, Hoda Alkhzaimi delivered a powerful message about the history and future of Metaverse economy. She explained that the value of Metaverse economy is increasing and how it will continue to do so as we move forward. Discussions were held on asset creation and value preservation with the funding and investment model centering around value. Further, she spoke about various industries and bridging sustainable development goals.

After that, Hoda Alkhzaimi concluded by giving advice on how to bring inclusivity into the economy and give economic hope to everyone around the world.

“As we speak, the global investments in the Metaverse is clustering to billions of dollars. The global Metaverse market was valued at around 62 billion dollars in 2021. Today in 2022, it’s already more than 5x the estimate. They have been valuing over 1.6 trillion dollars of investment by 2030, at a growth level of 45%.”

**HODA ALKHZAIMI**

Director of research and development and advisor on emerging technologies, Nyuad.

[VIEW SESSION](#)

## KEYNOTE

**Why digital humanism holds the key to value for the Metaverse**

In her keynote presentation, Beverly Rider stressed that digital humanism will be essential in creating a collaborative virtual world. She believes that the future of commerce and industry depends on our ability to integrate technology into everyday life in ways that are both sustainable and profitable.

The goal of the Neom project, according to Beverly Rider, is to create a hub for innovation where established global businesses and emerging players can research, incubate and commercialize breakthrough technologies—including those related to artificial intelligence(AI), augmented reality (AR) & virtual reality(VR)—that will accelerate human progress.

“Neom’s Metaverse is inclusive, collaborative and human centric.”

**BEVERLY RIDER**

CCO, Tonomus & CEO, Portfolio T, a Tonomus Company

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# START UP GRAND SLAM PITCH COMPETITION - WINNER

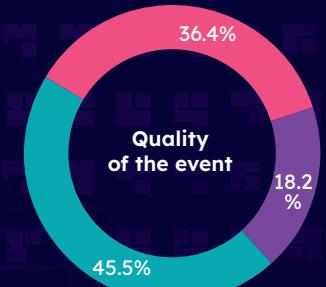


World Metaverse Show also provided top startups a platform to exhibit their innovative capabilities in front of global investors at the Startup Grand Slam Pitch Competition.

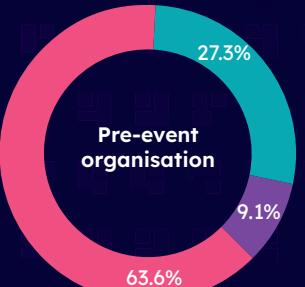
Sansar won the Start up Grand Slam Pitch Competition. The company is the ultimate playground for creative minds and virtual adventurers. With over 3,000 virtual worlds consisting of games, quests, event venues and social experiences, Sansar is the most immersive Metaverse in existence.

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Excellent  
Good  
Satisfactory  
Unsatisfactory



Excellent  
Good  
Satisfactory  
Unsatisfactory



Excellent  
Good  
Satisfactory  
Unsatisfactory

Goals met by the event

65% Helpful & well-organised staffs

35% Leader participation, topic selection and the overall plan execution

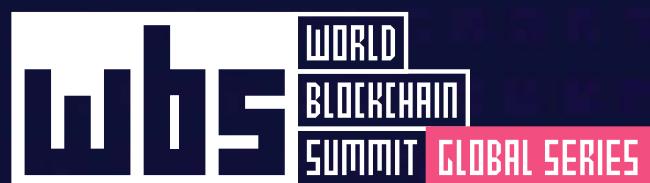
Main reason for attending

17% Explore solutions

35% Networking

13% New market opportunities

35% To learn



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