

## **Crypto Valley Association joins Global Digital Finance Partner Program**

*Both entities agree on strategic collaboration to achieve mutual goals and the mission to accelerate the adoption of global best practices and sound governance policies in the digital ledger technology and assets sector.*

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**Zurich, Switzerland and London, England - 9th October, 2019** – The [Crypto Valley Association](#) (CVA), a not-for-profit association established to support the development and dissemination of cryptographic technologies founded in 2017, announces its strategic partnership with [Global Digital Finance](#) (GDF), the not-for-profit industry members body driving standards and best practices to accelerate adoption of digital finance.

GDF works with industry participants, policy makers and regulators, and other industry bodies across the world to develop a global framework of supranational best practices and Codes of Conduct for tokens, crypto and digital assets market participants. GDF engages policymakers, regulators and industry through regular outreach and provides a platform for transparent, inclusive and open-sourced global consultations.

*“GDF is delighted to partner with the Crypto Valley Association and join the CVA community, who plays a leading role in nurturing the crypto asset ecosystem in Switzerland, Europe and throughout the world. We look forward to working together to further build the community and amplify the progressive policy developments in Switzerland across our global community of market participants and regulator observers,”* says Teana Baker-Taylor, Executive Director of Global Digital Finance.

*“Digital assets are global, which challenges current jurisdictional governance models. GDF’s mission is to help create cross-border industry-led standards through convening the digital assets community, in collaboration with regulators and policymakers. Partnerships with high-calibre industry associations enable industry advocates to work together to support all of our members, connecting them with each other and with policymakers to enhance education, communication and hopefully over time, more informed governance policies which are ‘fit for purpose’,”* adds Baker-Taylor.

*“We are glad to have found a new partner in Global Digital Finance. Establishing standards and best practices in the digital asset space is necessary to build a successful foundation for a global, unified and efficient infrastructure. Simply applying “old world rules to an entirely new system” will not work and an entirely new, fresh approach to digital assets is needed. This is something we are driving and supporting with our expertise and SMEs. Collaboration in the distributed ledger space is essential for adoption and success. We are delighted to represent Switzerland on the international stage and broaden our community with valuable partnerships such as this one. We are looking forward to continue co-creating the future,”* commented Alexander Schell, Executive Director of the Crypto Valley Association.

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## **About Global Digital Finance (GDF)**

GDF is an industry membership body that promotes the adoption of best practices for crypto and digital assets and digital finance technologies, through the development of conduct standards, in a shared engagement forum with market participants, policymakers and regulators. GDF is proud to include Circle, Coinbase, ConsenSys, DLA Piper, Diginex, Huobi, Hogan Lovells, and R3 as patron and founding members.

Global Digital Finance endeavours to drive efficient, fair and transparent crypto asset markets by building a knowledge base and best practice for “Truly Digital” finance and the benefits tokens can bring all market participants. We promote an inclusive vision in which crypto assets and token markets can evolve and grow in complement within traditional financial services.

On 2 October 2019, the GDF community ratified three additional sets of Principles into the [GDF Code of Conduct](#):

[Part VI – Principles for Stablecoin Issuers](#)

[Part VII – Principles for Security Token Offerings & Secondary Market Trading Platforms](#)

[Part VIII -Principles for Know Your Customer \(KYC\) & Anti-Money Laundering \(AML\)](#)

## **About Crypto Valley Association (CVA)**

Founded in January 2017, the [Crypto Valley Association](#) is a not-for-profit association established to support the development of cryptographic technologies, blockchain, and other distributed ledger technologies by supporting startups and other companies in Zug, Switzerland and internationally.

Crypto Valley’s mission is to shape an open, free, and prosperous financial services industry of the future.

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