

**PRESS RELEASE - Global Digital Finance (GDF) and Digital Assets Week (DAW)
announce 2024 partnership for global conferences and the launch of the *new*
CATALYST Programme**

San Francisco, New York, London, Abu Dhabi, Singapore, Hong Kong, February 1, 2024: Global Digital Finance (GDF), the global members association and platform for open innovation in digital assets in financial services, and Digital Assets Week (DAW), the preeminent conference platform for advancing the digitization of financial services and real-world assets (RWA) tokenization announce their partnership for collaborating on DAW's global conference fixtures in 2024.

The 2024 DAW conference has unveiled its schedule with events scheduled in Hong Kong, San Francisco, London, and Singapore. The conference continues to attract top-tier financial institutions and leading FinTech companies, all focused on advancing the digitization of assets across diverse classes such as securities, commodities, and real estate tokenization. Key players in this space include renowned institutions like JP Morgan, Goldman Sachs, Société Générale, large asset managers like Blackrock, Franklin Templeton, Abrdn, and technology innovators such as Ownera, Archax, Digital Asset's Canton Network, BitGo, TomNext, LRC, Consello Digital, HQLAx, Arta Techfin, Tokeny, Ripple Invenium, and Fnality.

The partnership includes the collaboration in the *new* CATALYST Programme for 2024, to be launched in San Francisco in May. The programme is designed for early stage FinTechs seeking to engage with top tier global financial institutions and market leading FinTechs on RWA tokenization, and to amplify the dialogue on evolving RWA tokenization strategies addressing industry challenges across different asset classes in financial services.

Participants in the CATALYST Programme are given access to DAW conferences via a platform to showcase their firm and engage the community around their specific industry vertical, market proposition, and innovation themes. The Programme also offers participants unfettered access to the hundreds of leading CxOs that attend DAW conferences.

GDF higher tier members are offered significant discounts for DAW conference sponsorships which include keynote and panel speaking opportunities, trade fair booths, meeting facilities, and content publishing, supported by the GDF team. All GDF members are invited to participate in the CATALYST Programme.

DAW Platinum sponsors who are not GDF members are offered entry-level GDF membership for no charge for a year, enabling their involvement in GDF forums, working groups, open standards development, regulatory consultation responses, and other member benefits and discounts.

Commenting on the partnership, Lawrence Wintermeyer, executive Co-Chair of GDF, said, "The GDF team has been working with the DAW team since it started its conferences for digital assets and are proud to have contributed to the development and success of this preeminent global conference platform.

We are excited to take the partnership to the next level by offering commercial incentives for our members and DAW sponsors to grow both of our communities through greater collaboration and more connected programmes that deliver tangible value to innovators.”

Michael Barrell, founder of DAW, says, “To take asset digitization to the next level requires pulling together ecosystems of users and technology suppliers and providing a vehicle for them to evolve and explain the detailed use cases to the rest of the interested community. Since the conception of DAW, GDF has been our core partner bringing leadership and driving the core initiatives the industry has needed to move forward. Now, partnering on the Catalyst Programme will take this relationship to another level as we work together to help leverage the massive opportunities in the tokenization space.”

The 2024 DAW Conference schedule kicks off in **Hong Kong** on March 7 and is followed by:

- **San Francisco**, May 21st and 22nd, and the launch of the CATALYST Programme
- **London**, October 1st and 2nd
- **Singapore**, November 4th and 5th, during the Singapore Fintech Festival.

The GDF Tokenization Forum runs events live and direct from DAW conference fixtures. The forum is led by GDF members and convenes industry experts who serve as a catalyst to mobilize participants to drive actionable outcomes such as whitepapers, new PoCs, production use case best practices, and industry reports.

New conference fixtures in New York, Washington, and Abu Dhabi have been requested by GDF members and DAW sponsors, and future dates are being considered for the schedule in 2024/5.

About GDF

Global Digital Finance (GDF) is a global non-profit association of member firms offering an open innovation platform for advocating and accelerating the adoption of best practices for digital assets.

GDF's mission is to “To promote and underpin the greater adoption of market standards for the use of crypto and digital assets, through the development of best practices and governance standards in a shared engagement forum with industry, policymakers, and regulators.”

For more information about GDF and the collaboration with DAW contact: madeleine@gdf.io

About DAW

DAW is a global conference and content platform that supports the continuing realization of asset digitization across the finance ecosystem. We focus on two separate overriding subject areas:

1. Bringing the traditional funding and listing players together with the new digital exchange and platform opportunities. Exploring both listed securities and alternatives along with educating investors on the opportunities.
2. A focus on the institutional adoption of digital assets, covering the full spectrum including the technology, crypto, and securities.

For more information about DAW and the collaboration with GDF contact: julia@julietmedia.com