

PRESS RELEASE - Adan and GDF Announce Strategic Partnership to Foster Industry Collaboration in Digital Finance Across Europe

London, Paris, November 26, 2024 - Global Digital Finance (GDF), the leading global industry association accelerating digital finance through the adoption of best practices and standards, announces a strategic partnership with Adan, the largest European association representing the Web 3 industry, defending their competitiveness and promoting appropriate proportionate and innovation-friendly regulations.

As the digital asset industry matures, cross-border collaboration and shared frameworks are essential to support market development and regulatory compliance. This partnership marks a significant step towards strengthening industry engagement, increasing visibility, and enhancing community collaboration across Europe.

A Collaborative Vision for the Future of Digital Finance in Europe

GDF and Adan share a commitment to promoting the adoption of crypto assets and blockchain technologies within the entire economy. Through this partnership, both organizations will engage in joint activities, including policy outreach, shared participation in working groups, and collaborative events such as roundtables and webinars. By leveraging each other's networks and expertise, GDF and Adan aim to expand opportunities for their members, support industry growth, and foster the development of a more integrated digital finance ecosystem.

Madeleine Boys, Director of Programmes and Innovation at GDF, says: "We are excited to partner with Adan as we continue to advocate for the adoption of best practices and governance standards in digital finance. This partnership will allow us to align our efforts, exchange knowledge, and strengthen our engagement with the broader European digital finance community. Together, we can drive innovation and help shape a transparent, inclusive, and globally connected financial system."

Faustine Fleuret, President and General Manager at Adan, says: "As we still remain at the beginning of the Web 3 history and need to get all public leaders, non-native companies and users on board, the industry must work closely together. Therefore Adan is glad to build such a valuable and constructive partnership with GDF that will accelerate our respective actions and encourage some collective initiatives to achieve our common goals: develop a powerful and competitive Web 3 economy in Europe".

Background and Key Areas of Collaboration:

GDF is a member-led global association focused on promoting digital finance through the development of standards and best practices in collaboration with industry, policymakers, and regulators. Adan, based in Paris and in Brussels, represents over 200 European companies committed to advancing crypto and blockchain innovations for the sake of Europe's digital transformation, strategic autonomy and citizens' benefit. Both organisations will seek to collaborate and foster engagement across:

1. **Policy Engagement:** Joint participation in regulatory consultations and policy responses, enhancing advocacy efforts across the digital asset landscape.
2. **Events and Knowledge Sharing:** Co-hosting events and exchanging expertise through working groups, webinars, and roundtables to foster deeper industry dialogue.
3. **Community Integration:** Cross-promotion of events and publications, increasing visibility and facilitating the introduction of industry leaders and stakeholders to support mutual growth.

End

About Adan:

Adan is the Web 3 industry association representing over 200 members across Europe. Adan's mission is to help strong and competitive companies develop in Europe by educating non-native actors and public leaders about the opportunities of blockchain technologies and crypto-assets, help establish the most favourable business and regulatory conditions for their growth and promoting dialogue and partnerships between all relevant stakeholders.

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About GDF:

Global Digital Finance (GDF) is a global non-profit association providing an open innovation platform to advocate for and accelerate the adoption of best practices in digital finance. GDF engages with regulators, policymakers, and industry leaders to promote the responsible use of crypto and digital assets.

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