

 **bitcoin**mena

Abu Dhabi

DECEMBER 9-10

2024 POST SHOW REPORT

Co-organised by:



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Part of

ADNEC
مجموعة أدنيك GROUP

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Strategic Partner



THE BLOCKCHAIN CENTER
ABU DHABI

OVERVIEW

Bitcoin MENA 2024 in Abu Dhabi was the definitive gathering for Bitcoin pioneers, investors, and industry leaders and government uniting the global community to shape the future of Bitcoin in the MENA region.

Over 2 dynamic days at ADNEC Centre Abu Dhabi, Royal family members, Government Ministers, industry leaders, investors, open-source developers and Bitcoiners from across the globe gathered in Abu Dhabi for high-impact networking and thought-provoking debate and incredible regional insights. With over 190 world-class speakers, 3 dedicated content stages, dedicated networking events and the inaugural NFL Bitball game, Bitcoin MENA 2024 set a new benchmark for industry collaboration in the Middle East. With success in both Europe and Asia, this event and will go down as one of our most successful launches, because of you.

As Bitcoin adoption accelerates worldwide, we are proud to have provided a platform that brings this vision to life. We want to say a special thank you to the leaders, innovators, builders, and Bitcoiners who made Bitcoin MENA 2024 an unmissable experience.

DAY 1 RECAP



[WATCH NOW](#)

DAY 2 RECAP



[WATCH NOW](#)

Key Highlights

9,859

ATTENDEES

192

SPEAKERS

874

WHALE VIPS

7800

SQM SPACE

4+

STAGES

102+

COUNTRIES

78+

EXHIBITORS

500+

COMPANIES REPRESENTED

450+

MEDIA ATTENDEES

Thank You to ur 2024 Sponsors

MOON



3 Block



2 Block



1 Block



190+ BITCOIN LEADERS



H.E Dr. Mohamed Al Kuwaiti
Head of Cyber Security
United Arab Emirates
Government



Eric Trump
Executive Vice President
The Trump Organisation



Changpeng Zhao
Founder
Giggle Academy



Prince Filip of Serbia
CSO · JAN3



Paul Manafort
Former Campaign Manager
Trump for President, 2016



Steve Witkoff
Special Envoy to the
Middle East
Trump Administration



Anthony Scaramucci
Founder & Managing
Partner
SkyBridge Capital



Saifedean Ammous
CEO
Saifedean.com



Dr Marwan Al Zarouni
CEO of AI
Dubai Department of
Economy & Tourism



Ben Zhou
CEO & Co-founder
Bybit



Yoni Assia
Co-founder & CEO
eToro



David Bailey
Co-founder & CEO
BTC. Inc



Jeff Booth
General Partner
ego death capital



Peter Todd
Founder
OpenTimestamps



Abdulla Aldhaheri
The Blockchain Center Abu
Dhabi



Dylan LeClair
Director of Bitcoin Strategy
Metaplanet



Mark Moss
Founder
Market Disruptors



Russell Okung
Professional
Athlete/Investor
Bitcoin



Irina Heaver
Managing Partner
NeosLegal



Antonia Roupell
Bitcoin Lead · Save The
Children



Charles Cascarilla
CEO and Co-Founder
Paxos



Jessica Walker
Global Media and Content
Lead
Binance



Dr. Ayesha Binloutah
Assistant Vice President
Virtual Assets Regulatory
Authority



Star Xu
CEO and Co-Founder
OKX

TESTIMONIALS

“The Bitcoin MENA Conference was an exceptional event, providing a platform filled with positivity, innovation, and inspiring energy”



“The Bitcoin MENA was packed full of fresh insights into BTC with some truly inspiring and informative speakers”



“Loved the lineup of speakers you got to the event. Two enriching days with the Bitcoin fraternity”



“This is a great experience for anyone who needs to learn more about Bitcoin and crypto.”



“Attending Bitcoin MENA was an unparalleled experience, primarily because of the exceptional quality of the attendees.”



“The event brought together a highly curated group of visionaries, entrepreneurs, and thought leaders who are shaping the future of Bitcoin”



“Bitcoin MENA was a breath of fresh air for the region—a dedicated event focused solely on Bitcoin, which is what truly matters.”





WHAT OUR VISITORS THINK

80%

Of our visitors said they will be attending at the event next edition

81%

Of our visitors said they were satisfied with the outcome of the event

79%

Of our exhibitors said exhibiting at the event was important to them.

33

Net Promoter Score (NPS) compared to 28.7 Industry average



WHAT OUR EXHIBITORS THINK

85%

Of our Exhibitors said they will exhibit at the event next edition

80%

Of our exhibitors said they were satisfied with the outcome of the event

81%

Of our exhibitors said exhibiting at the event was important to them.

39

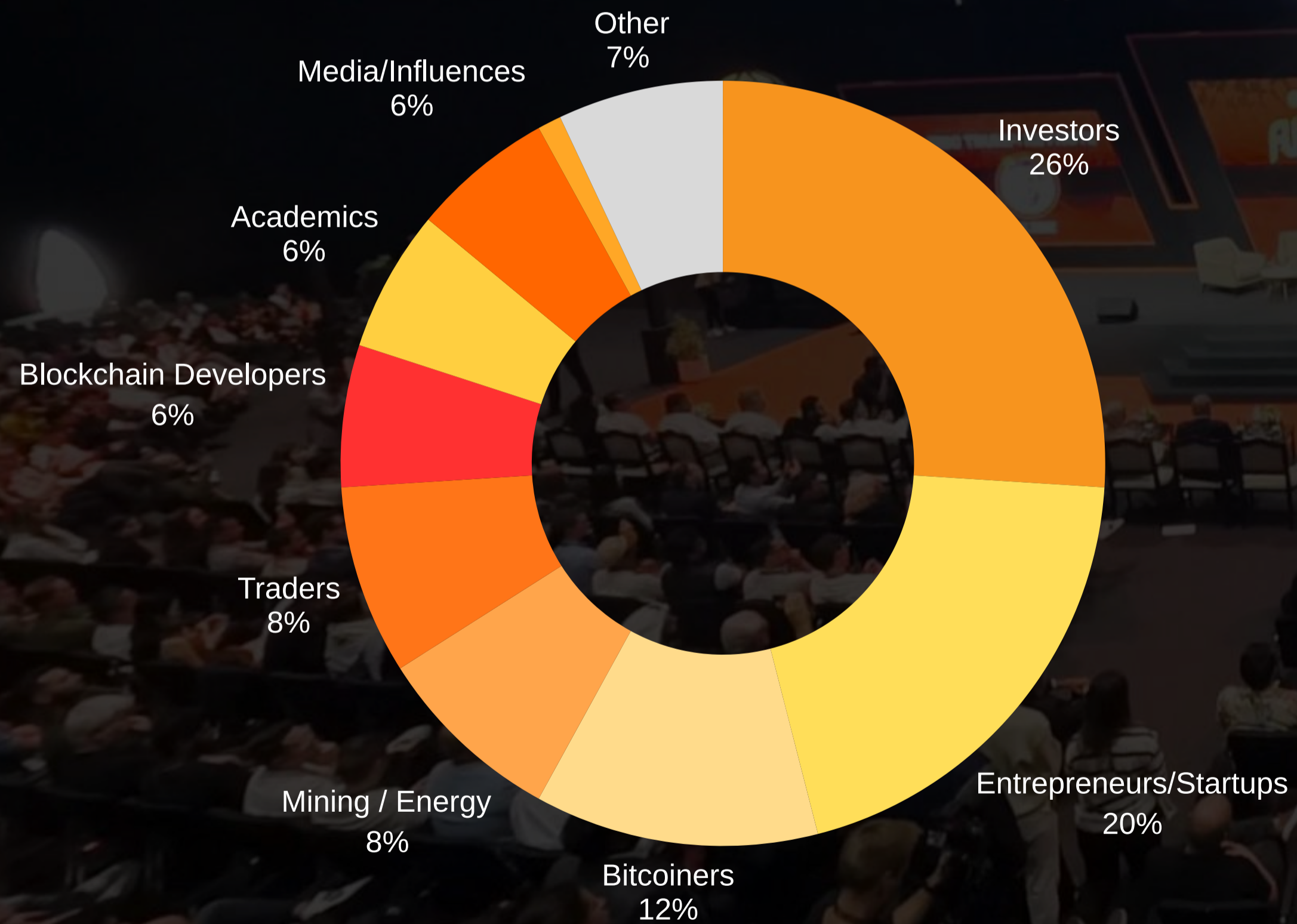
Net Promoter Score (NPS) compared to 7.8 Industry average

\$7.8M USD

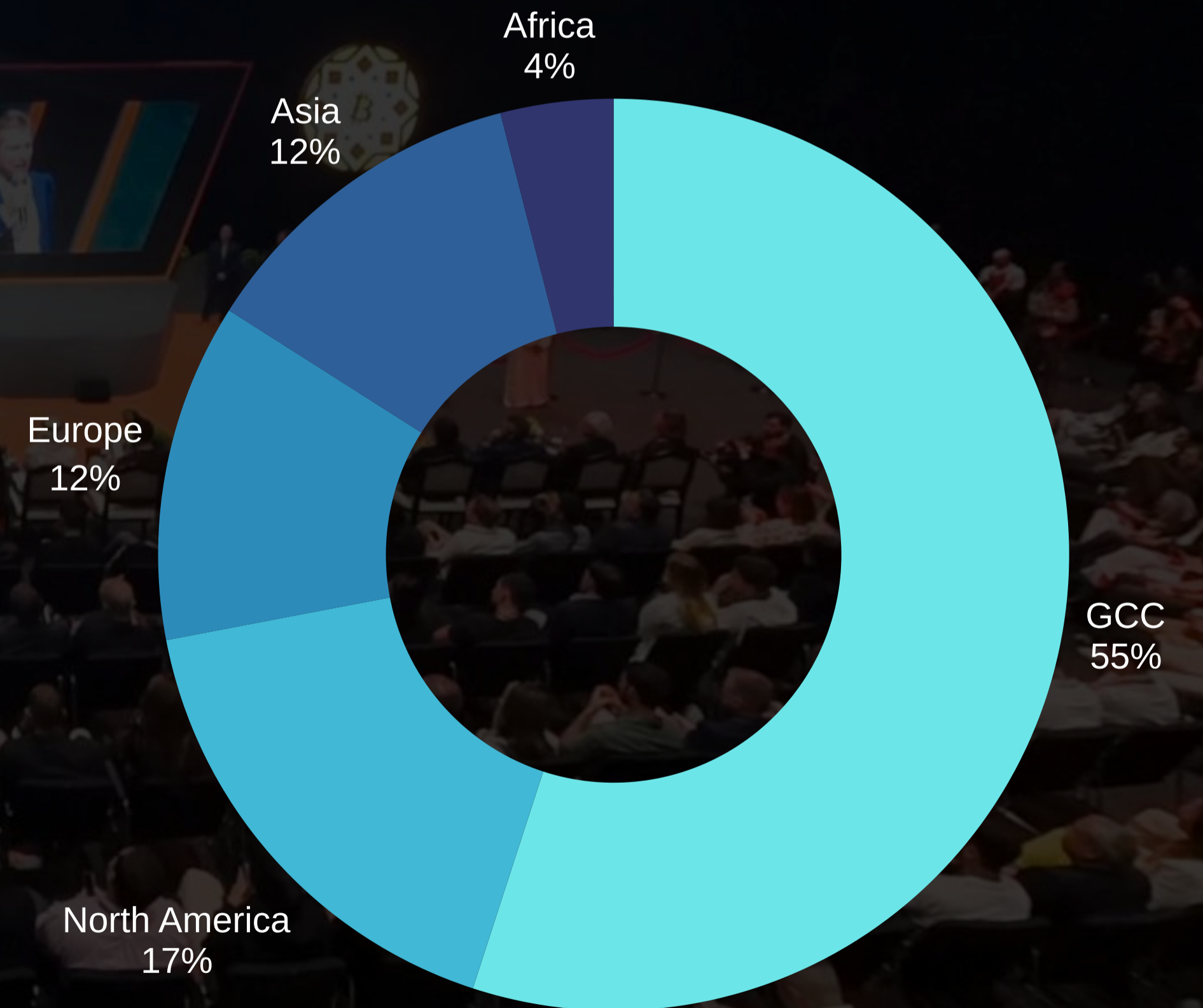
Is the average value of business each of our exhibitors expect to generate as a result of exhibiting at the event

VISITOR PROFILE

Nature of Business



Country Attending From



Key Media Outlets

شبكة أبو ظبي للإعلام
ABU DHABI MEDIA NETWORK

sky news Bloomberg



The New York Times



Forbes
Middle East



BENZINGA



DroomDroom

Khaleej Times



الاتحاد
Aletihad



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GLOBAL MEDIA REACH

450+
Media Attendees

26
Countries

1.6M
Live Stream
Views

26.81M
Total Estimated
Online Views

1.04Bn
Annual Social Media
Impressions

1122
Articles covering
the event

FALCON STAGE

Day 1



2
Days

35
Sessions

87
Speakers

Key Sessions

Day 1

- *Shaping the Future: Strategic Leadership & Bitcoin Adoption in the Middle East*
- *NFL Players On Bitcoin*
- *The State of Bitcoin in the UAE*
- *Why Nation States Are Turning to Bitcoin*
- *CZ: Fireside Chat*
- *Bitcoin: A New Frontier for Islamic Finance*

Day 2

- *El Salvador: The Leading Bitcoin Country*
- *Eric Trump: Keynote*
- *How to Make Bitcoin & Influence People*
- *Mapping Bitcoin's Quantum Wave: A Blueprint For Global Adoption*
- *Metaplanet: Bitcoin Corporate Strategy*
- *Bitcoin in the Age of Trump*

Day 2



GENESIS STAGE

2

Days

27

Sessions

75

Speakers

Key Sessions

Day 1

- The Rise of Bitcoin Circular Economies
- Building The Tools For Institutional Adoption: Hardware & Software
- Putting Bitcoin on The Balance Sheet
- Islamic Fiat Banking
- Bitcoin's Integration In The Global Financial System
- Digital Gold

Day 2

- Bitcoin Inheritance Planning
- Outperforming Bitcoin with Venture Capital
- The Future of Collateral: Why Bitcoin is the Ideal Asset
- Bitcoin Financial Products: Opening the Doors to Global Capital
- Bitcoin Metaprotocols

Day 1



Day 2



PROOF OF WORK STAGE

BITCOIN MINING: ECONOMIC SCALING

2

Days

21

Sessions

54

Speakers

Key Sessions

Day 1

- Bitcoin Mining: Economic Scaling
- Exploring the Future of Hosted & Retail Mining
- Analysis: Bitcoin Mining in MENA
- Mine Sustainably By Heating & Cooling Real Estate
- Hashrate Expansion in the Middle East
- The Future of Bitcoin Cloud Mining

Day 2

- The State of Bitcoin in Africa
- Bitcoin as a Unit of Account: The New Standard for Business Accounting?
- Building Personal Bitcoin Brands
- Redefining the User Experience for Self-Custody
- The Power and Perils of Multi-Signature

Day 1



Day 2



THE DEEP BACKSTAGE

Day 1



2
Days

11
Sessions

22
VIP Speakers

Key Sessions

Day 1

- Steve Witkoff
- CZ VIP Session
- NFL Meet & Greet
- Dubai Bitcoiners
- Metaplanet: The Bitcoin Standard For Corporations

Day 2

- Eric Trump
- Saifedean Q&A
- A Life of Politics with the Man Closest to Donald Trump
- AMA with Scaramucci & McShane of Politics with the Man Closest to Donald Trump

Day 2





PRESENTED BY



Emirates Palace played host to Bitcoin MENA's Whale Night, an exclusive, invite-only gathering for Bitcoin's top players during Bitcoin Week. Reserved for Whale Pass holders, this event brought Whales together for an intimate evening of high-caliber networking and insider discussions

874

Whale VIP's

- Dedicated VIP Networking
- Live Performers
- Complimentary 3 Course Food
- Open Bar



BitBall

BITCOIN  bitcoinmena

December 10, 2024
Al Nahyan Stadium | Abu Dhabi

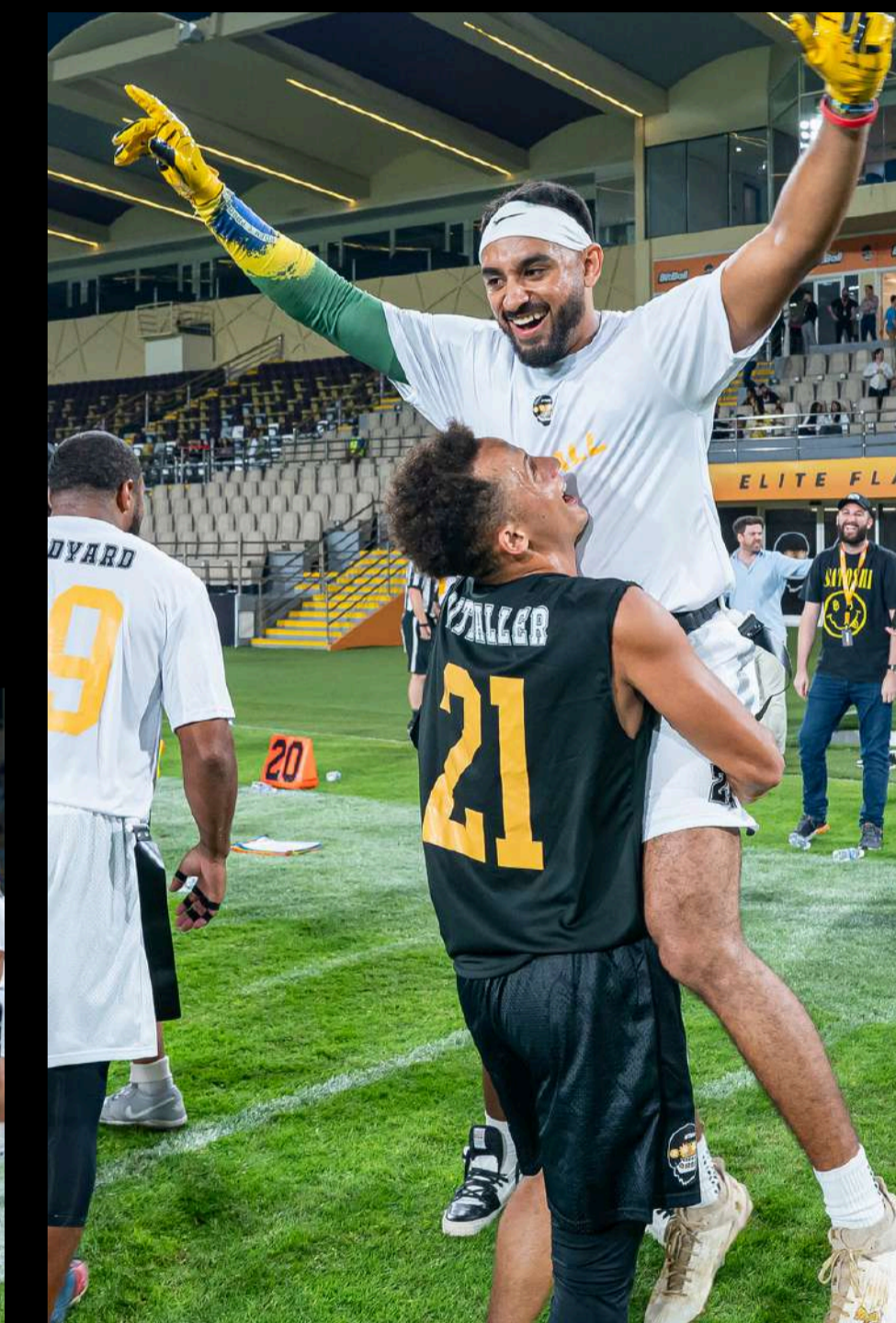
Play Ball. Earn Bitcoin. In association with Bitcoin MENA as an official side event, Abu Dhabi hosted the inaugural Bitball game, where NFL legends compete for Bitcoin

Bitball combines American flag football and Bitcoin, a star-studded event that underscored Bitcoin's growing influence beyond finance and into mainstream culture.

22 NFL Legends

- Russell Okung
- Jerry Attachou
- Antonio Brown
- Johnson Bademosi
- Jurrell Casey
- Jerod Evans
- Dontrelle Inman
- Clay Johnson
- Randell Johnson
- Brian Orakpo
- Craig Robertson
- Wesley Woodyard

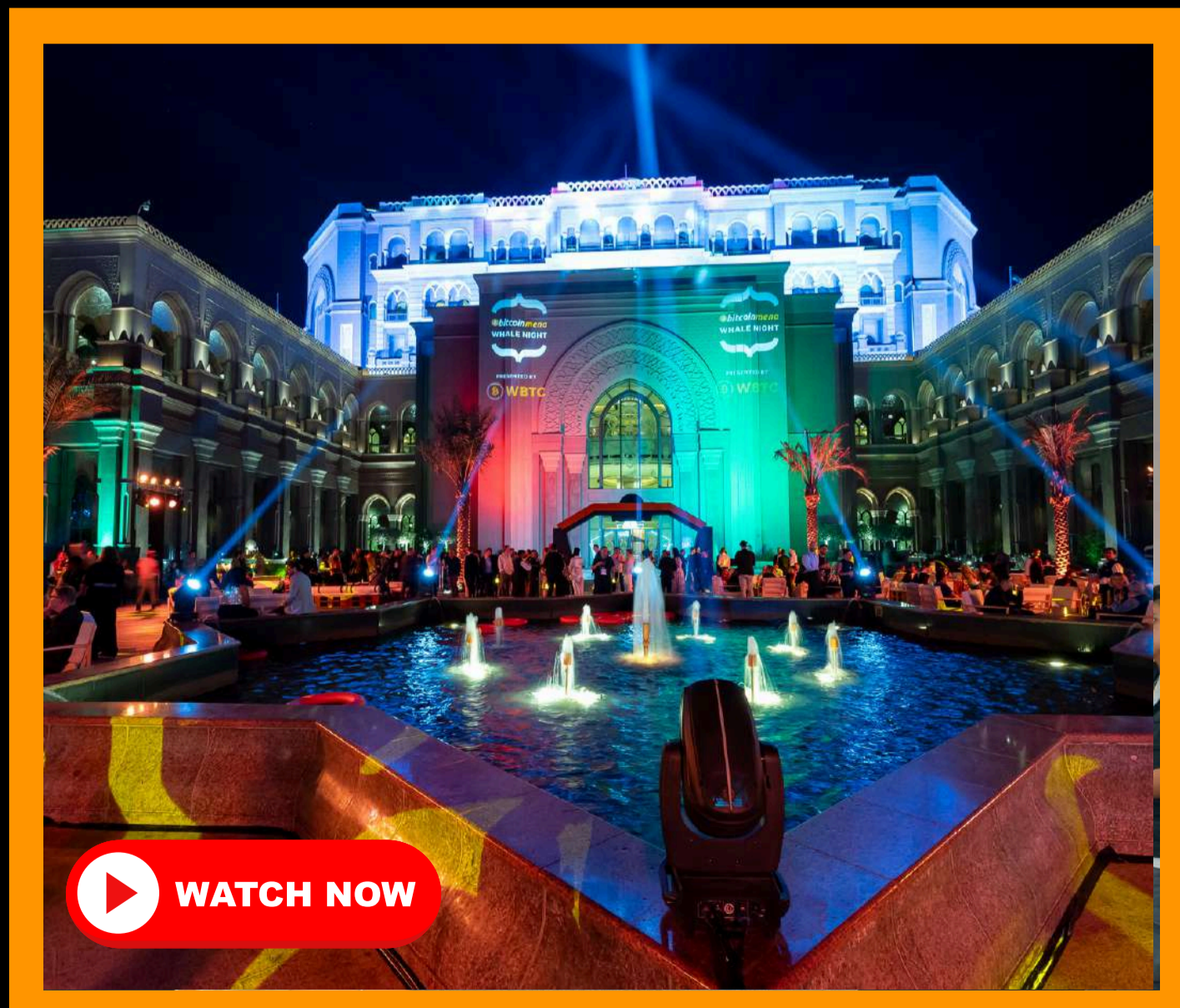
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RELIVE THE ACTION

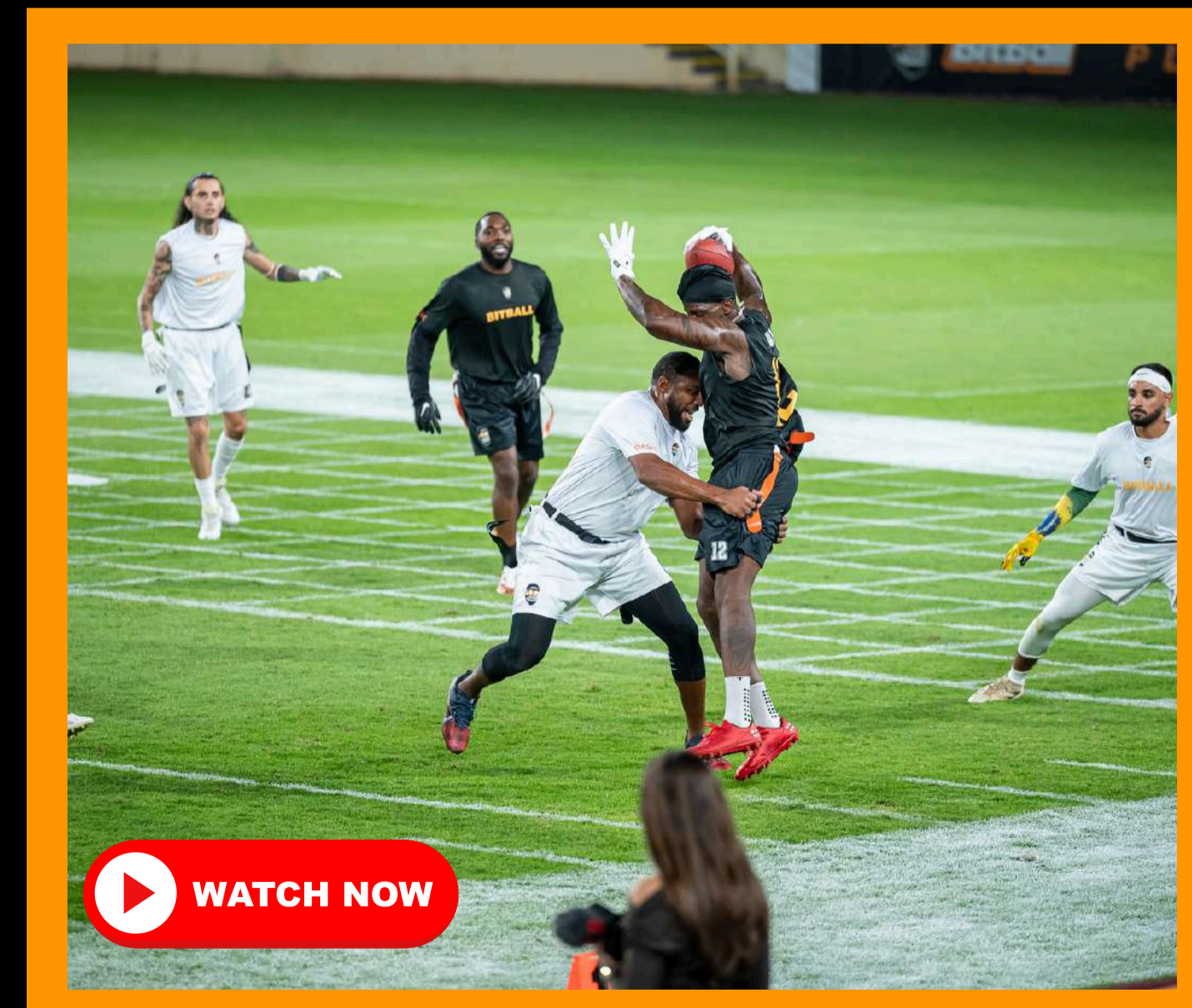


9th December 2025



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10th December 2025



Be Part of the Golden Age of Bitcoin in 2025

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2025 Dates TBC

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General Enquires

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