Information for Media
THE GLOBAL BLOCKCHAIN BUSINESS COUNCIL BRINGS BLOCKCHAIN CENTRAL TO WEST TECH FEST 2018

London, 20 September 2018: The Global Blockchain Business Council (GBBC), the leading association for the blockchain ecosystem, has partnered with West Tech Fest, Western Australia's week-long tech innovation festival, to bring *Blockchain Central* to Perth.

Following the success of *Blockchain Central* at the World Economic Forum in Davos, Switzerland, and the UN General Assembly Week in New York earlier this year, GBBC will bring its signature event to West Tech Fest, which takes place in Perth from 3 – 9 December 2018.

The *Blockchain Central* event will bring together leading figures in blockchain, allowing attendees and delegates to engage and explore how blockchain can facilitate more stable and efficient solutions for challenges facing companies, institutions, and society as a whole. Speakers will include some of the biggest names in blockchain, and leading figures from innovation, business and the tech industry.

Blockchain Central will take place on Wednesday 5 December at Fraser's State Reception Centre with some 300 attendees expected to participate.

Key speakers at *Blockchain Central* will include:
- Sandra Ro, Chief Executive Officer, GBBC
- Tomicah Tillemann, Chairman of the Board, Governance & Regulatory Engagement Committee, GBBC
- Michael Casey, Senior Advisor, MIT Media Lab's Digital Currency Initiative
- Jemma Green, Chair and Co-Founder, Power Ledger
- Mariana Dahan, Founder and CEO, World Identity Network
- Bill Tai, VC Charles River Ventures, Board Member Bitfury Group, Founder ACTAI, Co-Founder West Tech Fest & XTC
- Jason Weinstein, Partner at Steptoe LLP, Director at Blockchain Alliance, Board Member at Bitfury Group
- Jim Newsome, Former Chairman, US Commodity Futures Trading Commission

Sandra Ro, CEO of the GBBC, said: "As blockchain continues to take centre stage in global discussions, it is important that high-level, in-depth and detailed conversations take place between global business leaders. *Blockchain Central* is designed to facilitate such discussions, bringing together experts and leaders to debate the exciting opportunities and practical solutions blockchain provides.

"We are excited to partner with West Tech Fest in the next stage of *Blockchain Central* and are looking forward to continuing to facilitate global blockchain discussions."

Bill Tai, Co-Founder, West Tech Fest, said: "Australia is at the centre of technological advancements and as West Tech Fest enters its seventh year, we're proud to continue this

tradition of bringing together tech leaders from around the world to discuss the present and future of tech.

"*Blockchain Central* is an amazing addition to our event, providing an excellent opportunity for real discussion around the implementation and benefits of blockchain. We're very happy to have been selected as its next destination."

Notes to editors:
About GBBC
The Global Blockchain Business Council (GBBC) is the leading trade association for the blockchain technology ecosystem, which brings together innovative organizations and founding thought-leaders from over 40 countries to advance understanding of blockchain technology amongst global regulators and business leaders. Conceived on Sir Richard Branson's Necker Island, the GBBC is a Swiss-based non-profit, which launched formally during the 2017 Annual World Economic Forum in Davos, Switzerland. The organization is dedicated to furthering adoption of blockchain technology through engaging regulators, business leaders, and global changemakers on how to harness this ground-breaking tool to create more secure, equitable, and functional societies.

For further information on GBBC, please visit https://www.gbbcouncil.org

About West Tech Fest
The West Tech Fest is a weeklong innovation festival in Perth, Western Australia featuring an incredible line-up of global founders, investors, CEOs & tech industry visionaries sharing insights on building great companies. With over 20 events last year, the week-long festival includes inspiring keynote speakers, networking events, pitching opportunities, mentoring sessions, hackathons and student workshops.

The West Tech Fest was Initiated by Curtin University, and co-founded by Bill Tai, Larry Lopez, Rohan McDougall and Paula Taylor. The West Tech Fest attracts founders, tech leaders and investors from the US, UK, Asia and from around Australia.

For more information on West Tech Fest, please visit http://westtechfest.com/

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