



GBBC
Global Blockchain
Business Council

2018

Overview

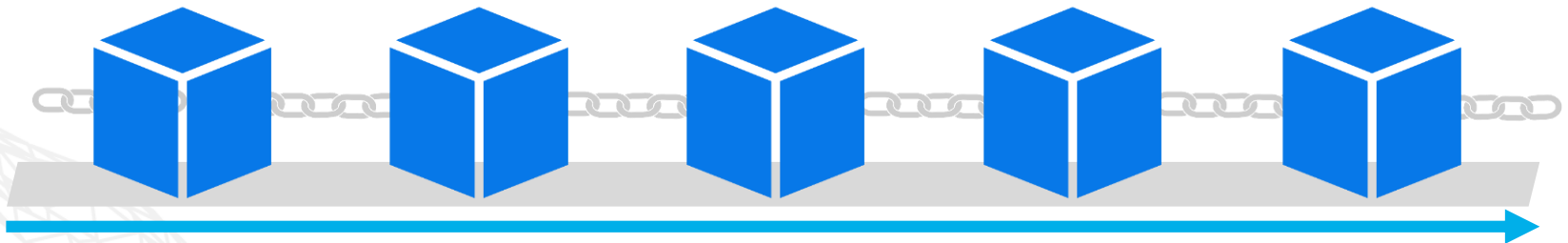


How can blockchain technology help?

**A decentralized database
that creates permanent,
unchangeable records**

**Blockchains act like global
notaries**

**This creates confidence
between actors –
empowering people to
transact p2p**



The Global Blockchain Business Council (GBBC) is the leading industry trade association for the blockchain ecosystem, which brings together innovative organizations and founding thought-leaders from over 35 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 Meeting in Davos, Switzerland. The organization is dedicated to furthering adoption of blockchain technology through engaging and educating regulators, business leaders, and global change makers on how to harness this groundbreaking tool to create more secure, equitable, and functional societies.

Our Pillars



Advocacy

The GBBC works with partners from a broad range of sectors to advocate for the adoption of blockchain technology and supports the development of industry standards and appropriate regulation that enable more efficient use of blockchain technology across different regions, platforms and sectors.



Education

The GBBC serves as an educational hub for businesses and regulators seeking to learn more about blockchain technology and benefit from its potential – producing content and events that bring key insights on blockchain technology to business audiences.



Partnership

The GBBC facilitates partnerships between organizations of all kinds, with a focus on building commercial, educational, and civic alliances that support the needs of our members.

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Our Vision

THE GBBC HELPS MAXIMIZE THE BENEFITS OF BLOCKCHAIN FOR INDUSTRY AND SOCIETY.

The internet has revolutionized the way we approach commerce, communication, finance and intellectual property. Blockchain has similar potential to transform the global economy. Blockchain technology is the most secure way to transfer digitized assets and information peer-to-peer or organization-to-organization, through the use of distributed ledgers. The global adoption of blockchain technology will enable businesses, governments, and organizations to ensure data integrity and create records, transactions, and systems that are highly secure, transparent and significantly more resilient against manipulation and corruption.

Our Members & Partners

Global Blockchain Business Council (GBBC) founding corporate members & advisors represent 35 countries across six continents. Membership in the GBBC is open to companies and organizations from a wide variety of industries, including blockchain development companies, digital currency exchanges, global investment groups, major manufacturers, supply chain, insurance, accounting, energy, and many more.

Blockchain technology has the potential to touch all aspects of our society, and the GBBC is working every day to educate global regulators and key business decision-makers on the ever-expanding ways the technology can and will be implement to improve our world.

For membership and partnership information, please contact Lee Brenner at lee.brenner@gbbcouncil.org or + 1 202 379 8634

Our Team Includes

Global Blockchain Business Council (GBBC) founding advisors & leadership team represent 35

countries across six continents, including Hernando de Soto, world-renowned economist; Toomas Ilves, former President of Estonia; Laurent Lamothe, former Prime Minister of Haiti; Valery Vavilov, Founder of Bitfury; Jemma Green, Co-Founder, Power Ledger; Michael Casey, MIT Media Lab; Sandra Ro, former Executive Director of Digitization, CME Group, and many others.

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Hernando de Soto
Chairman
INSTITUTE FOR LIBERTY
AND DEMOCRACY



Bill Tai
Founder
MAI TAI GLOBAL



Jemma Green
Co-Founder
POWER LEDGER



Michael Casey
Senior Advisor
MIT MEDIA LAB



Gigi Brisson
Co-Founder
ATTRACTOR VENTURES



Paula Guedes
Founder & CEO
ATLZ GROUP



Daniel Gasteiger
Founder
PROCIVIS AG



Lars Rasmussen
Co-Founder
WEAV MUSIC



Sandra Ro
CEO, GBBC
Fmr Exec Dir Digitization
CME GROUP



Wang Wei
Founding Chairman
CHINA M&A ASSOCIATION



Ruth Wandhöfer
Global Head of Regulatory,
Marketing & Innovation Strategy
CITI



Tomicah Tillemann
Chairman of Board, GBBC
Founder, Blockchain Trust Accelerator
NEW AMERICA



Toomas Henrik Ilves
Former President
ESTONIA



George Kikvadze
Vice Chairman
BITFURY GROUP



Elizabeth Rosiello
Founder & CEO
BITPESA



Valery Vavilov
Founder & CEO
BITFURY GROUP



Laurent Lamothe
Former Prime Minister
HAITI



Yew Kiat Phang
CEO
CHONG SING HOLDINGS
GROUP



Brian Forde
Co-Founder
MIT DIGITAL FORUM



Jamie Smith
Co-Chair
WORLD ECONOMIC FORUM
BLOCKCHAIN FUTURE
COUNCIL

Our Work – Content & Research

ANNUAL REPORT

January 2018

The GBBC Annual Report is a comprehensive overview of the state of blockchain technology, including a global regulatory analysis, updates on ICOs and identity issues, and a look at some of the most innovative applications of blockchain technology around the world. In providing a global survey of blockchain projects and regulation, the GBBC established a baseline to evaluate future policy actions, and a framework for assessing progress in what will be a generational effort to deploy blockchain solutions.

Additional content is regularly created and curated exclusively for GBBC members. The GBBC aims to cut through the noise and be the arbiter of the most vital blockchain educational & news content for business leaders and regulators around the world.

Global Challenges: Blockchain Solutions The GBBC 2018 Annual Report

in collaboration with Coin Center and Covington

January 2018

Our Work – Education

BLOCKCHAIN PRIMERS & NEWS

The GBBC regularly produces blockchain primers on everything from the fundamentals of the technology to the state of the growing ecosystem within different industries, including highlighting on-going projects and successful case studies from around the world.

As the technology continues to develop, the GBBC stays up-to-date on the most vital news, projects, and regulatory changes. Members can utilize the GBBC and its leadership as a resource to stay in-the-know.

Additionally, members' partnerships, events, and projects can be highlighted to the broader ecosystem through GBBC marketing channels.



Our Work – Events

DAVOS, SWITZERLAND

January 2018

Returning to the World Economic Forum Annual Meeting, the GBBC hosted “Blockchain Central” - hosting 14 events, including panels on everything from global trade to identity, key networking events, a waiting-listed 200-person dinner, and bringing together global leaders to talk about [#blockchain](#) and its current and future benefits to society.

Additionally, we partnered with SurveyMonkey to find out just how much the U.S. knows about digital currencies & blockchain. One interesting finding: Only 5 percent of people own bitcoin, but an additional 21 percent say “they are considering adding it to their portfolios.”



Our Work - Advocacy

BRUSSELS, BELGIUM

October 2017

On October 18th, in partnership with Eva Kaili, MEP, the GBBC hosted a discussion on EU Engagement with blockchain technology and the implications of emerging technologies on the global economy in the EU Parliament. There were over 100 attendees — including Members of European Parliament, representatives from the EU Commission and senior executives from the corporate and blockchain communities.



Our Work – Partnership Development

NECKER ISLAND, BVI

July 2017

Fifty leaders representing the business, technology, government, academia, arts and non-profit sectors gathered on Sir Richard Branson's Necker Island to discuss blockchain technology for the 3rd annual "Blockchain Summit." Hosted by the full-service blockchain company Bitfury and its board member, venture capitalist Bill Tai, with special support from Chong Sing Holdings Group and the Global Blockchain Business Council, this year's summit featured attendees from around the globe. While many blockchain events are dominated by men, nearly half of the summit attendees were women. Attendees included Greek European Parliament member Eva Kaili, English singer Imogen Heap, renowned Peruvian economist Hernando de Soto, Afghan tech CEO Roya Mahboob, MIT's Brian Forde and Michael Casey, Conservation International President Jennifer Morrison, Managing Director at the Rockefeller Foundation Saadia Madsbjerg, Founder of OceanElders Gigi Brisson, and Bitpesa founder and CEO Elizabeth Rossiello.



Our Work – Industry Outreach & Education

OMAHA, NEBRASKA

May 2017 & 2018

During the Annual Berkshire Hathaway Shareholders Meeting weekend, the Global Blockchain Business Council (GBBC), in partnership with the **Greater Omaha Chamber**, hosted a blockchain event focused on business solutions and the role of technology in the future economy across sectors. Featured speakers from the events included senior representatives from CME Group, EY, Fidelity, Shell, IBM, Overstock, Medici Ventures, Mutual of Omaha, The Bitfury Group and other corporate leaders from around the ecosystem.



Our Work – Industry Outreach & Education

HOUSTON, TEXAS

In March 2018, the GBBC partnered with **CERAWEEK** to curate Blockchain programming at the annual conference in Houston, Texas, known as the “Davos of Energy.” The ~40 year old week-long convening is attended by C-suite executives from the energy sector, thought-leaders from academia, regulators, and global media. The GBBC curated and moderated 13 blockchain sessions - including standing-room only panels, daily “Blockchain Information Sessions,” and one on one briefs for stakeholders from around the globe.



Our Work – Global in Focus

BEIJING & SHANGHAI, CHINA

March 2017

Events surrounding the opening of the GBBC in China took place in concert with the Annual China Financial Literacy Conference. The Conference focused on blockchain and Fintech and the roster of speakers for the GBBC China launch events included Niall Ferguson, Scottish historian and professor; Madame Xiaoling Wu, Vice Chairwoman of Financial and Economic Affairs Committee of National People's Congress; Wang Wei, Founding Chairman of China Mergers and Acquisitions Association (CMAA); Yew Kiat Phang, Vice Chairman & CEO of Chong Sing Holdings Group; Hernando de Soto, world-renowned economist; Valery Vavilov, CEO of The Bitfury Group; Liu Mingkang, Distinguished Fellow at the Institute of Global Economics and Finance and former Chairman of the China Banking Regulatory Commission; Yulu Chen, Deputy Governor of the People's Bank of China; Yongqiang Sheng, Vice-President of Shanghai High People's Court; Bill Tai, Co-Founder of MaiTai Global, and many others. Events had more than 1,500 people in attendance.

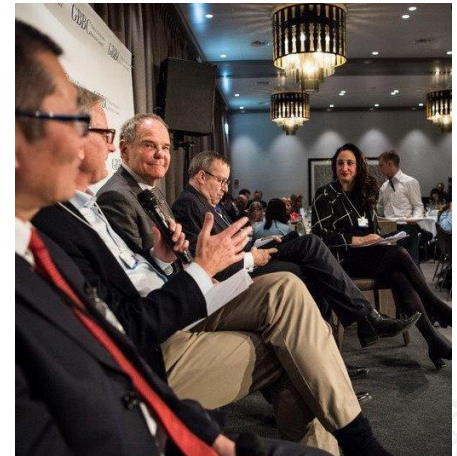


Our Work – Educating Decision-Makers

DAVOS, SWITZERLAND

January 2017

The GBBC launched during the [World Economic Forum 2017 Annual Meeting](#) in Davos, Switzerland. The launch dinner was attended by former heads of state and senior representatives from some of the world's largest companies and banks. Speakers included Carl Bildt, Former Prime Minister of Sweden; Toomas Ilves, Former President of Estonia; Uschi Schreiber, current Global Vice Chair for Markets and Chair of the Global Accounts Committee at EY; Patrick Byrne, CEO of Overstock; Don Tapscott, best-selling author, and many others. The GBBC conducted additional meetings during the WEF with stakeholders from around the globe.



Is Blockchain technology the right solution?

Questions to ask ourselves before exploring blockchain-based solutions

What's wrong with the existing solutions?

Who or what is maintaining the status quo?

How will this technology address that?

Why doesn't any existing technology do so?

What's the deployment strategy?

What change are we asking of users?

How is Blockchain being used today?

BEST-IN-CLASS BLOCKCHAIN

USE CASES + PILOTS

Blockchain Use Cases in the Headlines

Walmart and IBM Are Partnering to Put Chinese Pork on a Blockchain

Republic of Georgia to Develop Blockchain Land Registry

Dubai Government Taps IBM For City-Wide Blockchain Pilot Push

Australia becomes World's First to Move Stock Exchange to A Blockchain

EU Politician Pushes Parliament to Test Blockchain Identity for Refugees

Malta's Government Is Putting Academic Certificates on a Blockchain

SAP Ariba Inks Blockchain Supply Chain Partnership With Everledger

Logistics & Supply Chain: Walmart, Unilever, etc.

How can we secure the safety of the supply chain?

Current System

Manufacturer
Opacity surrounding origin of goods and materials shipped by manufacturers

Intermediaries
Introduce complexity and additional points of failure in the system

Client
Clients must prepay



Raw materials



Manufacturer

Smart contracts

Suppliers



Blockchain System

Manufacturer
Transparent audit on the blockchain mitigates risk

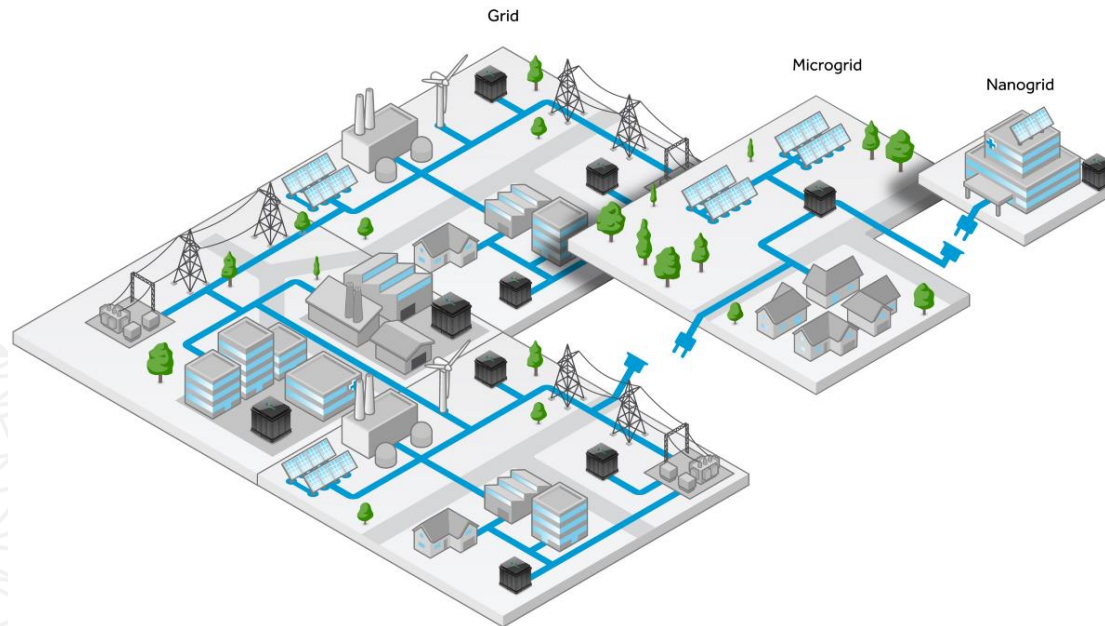
Intermediaries
Smart contracts outline responsibilities of each participant in the chain using unambiguous language

Client
Payment is transferred when goods are received and recorded

Case Study: Power Ledger's Distributed Power Generation

How can we allow individuals to gain value in their own energy consumption and creation?

“Many energy experts are convinced that blockchain technology has the potential to touch off a fundamental transformation of modern energy grids.” — MIT Tech Review



Energy Sector Usage Examples



Distributed Power
Generation



Extraction Rights
Management

Our Work – 2018 Industry Task Forces & Initiatives

LEGAL & REGULATORY

ENERGY

SMALL & LOCAL GOV'T

REAL ESTATE

INSURANCE

SUPPLY CHAIN

FINTECH

TECHNICAL STANDARDS

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GBBC 2018 Events (In Development)

WORLD ECONOMIC FORUM / DAVOS, SWITZERLAND

CERAWEEK / HOUSTON, TX

G20 / BUENOS AIRES, ARGENTINA

NEW HAMPSHIRE STATE HOUSE EVENT / CONCORD, NH

PAGE SOCIETY / NEW YORK, NY

WORLD BANK - IMF SPRING MEETING / WASHINGTON, DC

OMAHA CHAMBER OF COMMERCE (BERKSHIRE HATHAWAY MTG) / OMAHA, NEBRASKA

MIT MEDIA LAB BLOCKCHAIN + AI / CAMBRIDGE, MA

BLOCKCHAIN-IN-INSURANCE EVENT / LONDON, ENGLAND

IIF SPRING MEETINGS / BRUSSELS, BELGIUM

EU BLOCKCHAIN OBSERVATORY FORUM / VIENNA, AUSTRIA

GBBC BRAZIL SUMMIT / SAO PAULO, BRAZIL

GBBC/CONCORDIA SUMMIT (UN GENERAL ASSEMBLY) / NEW YORK, NY

GBBC AUSTRALIA SUMMIT / PERTH, AUSTRALIA

GBBC JAPAN SUMMIT / TOKYO, JAPAN

GBBC SINGAPORE CHAPTER LAUNCH / SINGAPORE

GBBC SOUTH KOREA SUMMIT / SEOUL, SOUTH KOREA

Join the GBBC today.

For membership and partnership information, please contact:

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