

## **Asian Innovation Gets Leading Role at Pioneers'18 & GovTech.Pioneers**

**Vienna, April 3<sup>rd</sup>, 2018 - Visitors to Pioneers'18 and GovTech.Pioneers in Vienna in May can look forward to meeting a strong contingent of speakers from Asia. Glosfer CEO Taewon Kim, whose company recently raised \$14m in a domestic ICO, will join us at our flagship event on May 24<sup>th</sup>-25<sup>th</sup>. Meanwhile Executive Advisor to Japan's CIO Toshiyuki Zamma will feature at GovTech.Pioneers on May 23<sup>rd</sup>. We also announce a new media partner, a leader in the South East Asian region.**

Glosfer is a leading Blockchain company in South Korea, aiming to maximise the real-world value of cryptocurrency by establishing online/offline exchanges by working together with public institutions.

Having developed Nowon Cash, the world's 1<sup>st</sup> local cryptocurrency which can, for example, be used in stores and parking lots, specifically for Nowon-gu, a residential district of Seoul, Glosfer continues to contribute to the practical integration of Blockchain in everyday economies. As a use case backed by the Nowon-gu local authority, it has significance that will attract interest from the international crypto and Blockchain community.

At Pioneers'18, Taewon Kim will deliver a talk and demonstration of Nowon Cash technology in Korean, with real-time translation making it possible for those at the Hofburg to gain exclusive insights behind the language barrier.

"Nowon Cash is a good case that combines Blockchain technology, which provides transparency, with social values, into an actual business," says Kim. "We will continue to commit ourselves to applying blockchain technology to projects for institutions that require transparency including the government and NGOs."

Last year Glosfer made headlines by raising around \$14m in just 8 hours at their ICO for their HYCON cryptocurrency. Considering this ICO was open to the domestic Korean market only, it was a strong indication of interest ahead of the global ICO set to follow this Friday.

HYCON is set to be the basis for the company's Infinity Project, as Kim explained after the initial ICO: "The overwhelming support is the reflection of high expectations for our Infinity project, which aims to use cryptocurrency in the real economy. People showed great interest in our projects of applying Blockchain technology in real businesses."

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A further speaker from East Asia will be present at GovTech.Pioneers, namely Toshiyuki Zamma, who will be representing the continent in the *Europe versus Asia* discussion. Zamma has been Executive Advisor to the Chief Information Officer of the Japanese Government since 2012 and will face Andrea Servida, who will represent Europe as Head of the eGovernment and Trust Unit in the European Commission's DG CONNECT.

Pioneers'18 also welcomes its latest media partner, Techsauce, which is the leading source of all tech and business news in Thailand and Southeast Asia. One of the prizes for the winner of the Pioneers Challenge Award will be a trip to the Techsauce Global Summit 2018 in Bangkok, one of the best SEA conferences for tech experts. This will include flights and accommodation for one person, plus a booth and pitching slot at the event!

Lastly, the National Innovation Agency of Thailand will join us at Pioneers'18 with 8 startups flying in from Asia and showcasing what the country has to offer.

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#### Note to the Editors

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#### About Pioneers:

Founded in 2009 in Vienna, Pioneers establishes and facilitates direct, meaningful business relationships between startups, corporate executives, and investors to foster growth and innovation. It is the ultimate One-Stop-Hub for global tech innovators to access high-value, curated and qualified data of early and Series A European startups. Pioneers offers various platforms to help redefine industries, develop future technologies and introduce cutting-edge solutions. Its services include digital services, consultancy, ventures services, events and inspirational, tailor-made offline experiences. Its flagship event takes place annually in the 500-year-old Hofburg Imperial Palace in Vienna and brings together a community of 2,500 founders, investors, executives and public sector representatives from over 100 nations. Of all future tech events globally, Pioneers has unparalleled access to European tech leaders. The 2017 edition was awarded with the *bea* World 'Best Conference/Congress' Award.

