



مؤسسة دبي للمستقبل  
DUBAI FUTURE FOUNDATION

2022 ملتقى دبي

دبي  
للميتافيرس  
Metaverse Assembly

28 – 29 SEPTEMBER 2022

Agenda

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# Day 1

## Main Sessions



Wednesday  
28 September  
2022



08:00 AM  
–  
02:00 PM



Museum  
of the Future  
Auditorium



Keynote



Panel



Fireside Chat

08:00 AM – 09:00 AM [60 mins]

### Welcome, Registration & Networking



09:00 AM – 09:10 AM [10 mins]

Keynote

### Embracing the Metaverse



**Speaker**  
**HE Khalfan Belhouli**  
Chief Executive Officer,  
Dubai Future Foundation

09:15 AM – 09:50 AM [35 mins]

Panel

### Metaverse and the Economy: What is the size of the Opportunity?

The Web 3.0 market size has exceeded \$3 billion and is expected to reach highs of \$80 billion by 2030. Activity is booming with the UAE poised to capitalize on a massive opportunity to drive future growth in the knowledge-driven economy and become the global hub for the fast-growing metaverse.



**Speaker**  
**HE Abdulla bin Touq Al Marri**  
Minister of Economy,  
Ministry of Economy of the UAE



**Speaker**  
**Bashar Kilani**  
Managing Director,  
Accenture



**Speaker**  
**Mark Zaleski**  
Managing Director and Partner,  
BCG Digital Ventures



**Moderator**  
**Karl Tlais**  
Founder and Chief Executive  
Officer, iAdvisory

09:55 AM – 10:25 AM [30 mins]

Keynote

### Metaverse 101: Unraveling the Metaverse and Its Future

The metaverse has sparked hope and optimism for a new form of reality. The amalgamation of physical, digital, virtual, and mixed reality worlds can already be observed, yet questions remain. Many do not understand how it will progress or the myriad ways it can irrevocably change life as we know it. What opportunities lie in the metaverse for governments, corporates and societies? And are we ready to seize them? The session answers the pressing questions on the metaverse and aims to explain why the biggest global companies are placing big bets on its future potential.



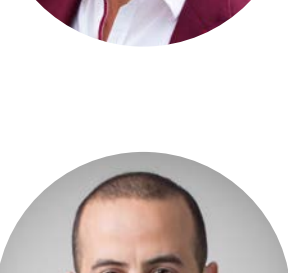
**Speaker**  
**Ihab Foudeh**  
Microsoft

10:30 AM – 11:10 AM [40 mins]

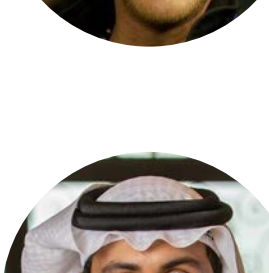
Panel

### Sector Deep-Dive: Opportunities in Virtual Real Estate

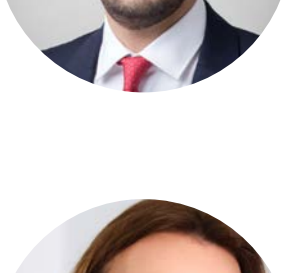
The metaverse has become the new home for digital twins – iconic global landmarks and skyrocketing land prices. Entities driving opportunities and use cases in the metaverse such as real estate. The session explores the opportunities in virtual real estate, specifically how to engage new customers and the types of activity we can expect to see.



**Speaker**  
**Guy Parsonage**  
PwC



**Speaker**  
**Samuel Hamilton**  
The Decentraland Foundation



**Speaker**  
**Joe Abi Akl**  
Majid Al Futtaim



**Speaker**  
**Ali Sajwani**  
DAMAC Properties



**Moderator**  
**Sarah Forster**  
The National

11:10 AM – 11:20 AM [10 mins]

### Coffee Break



11:20 AM – 11:30 AM [10 mins]

Fireside Chat

### Making Trade Flow: How the Metaverse Will Enable People and Operations

The Metaverse has arrived at a pivotal time for global trade. Global supply chains and logistics operations have undergone turbulent moments over the last two years. The pandemic and recent geopolitical tensions have shone a light on systemic issues that existed long before, and must be urgently addressed. Now more than ever before, businesses and governments are ready to embrace technologies that will boost the resiliency and sustainability of our supply chains. This session takes a dive into how Metaverse technology can enable people and operations to do just that.



**Speaker**  
**Sultan Ahmed Bin Sulayem**  
Group Chairman and CEO,  
DP World



**Moderator**  
**Brandy Scott**  
Arabian Radio Network

11:35 AM – 12:15 PM [40 mins]

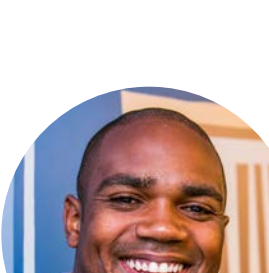
Panel

### Maximizing the Potential of Ecosystems on the Metaverse

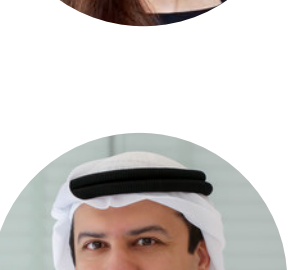
The metaverse ecosystem is more than the sum of its parts; it's a complex system of building blocks that include decentralized technologies, platforms and applications. They work to diversify and maximize the potential of the metaverse – showcasing new perspectives, identify representation, payments and transactions solutions. But how are these enabling building blocks growing and multiplying to expand the potential of the metaverse?



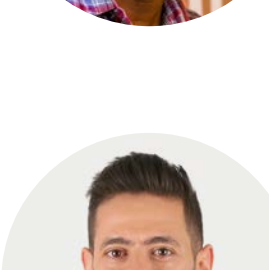
**Speaker**  
**Cathy Li**  
World Economic Forum



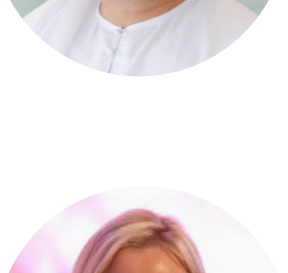
**Speaker**  
**James Hairston**  
Meta



**Speaker**  
**Marwan Al Zarouni**  
Digital Dubai



**Speaker**  
**Balsam Danhach**  
FTX



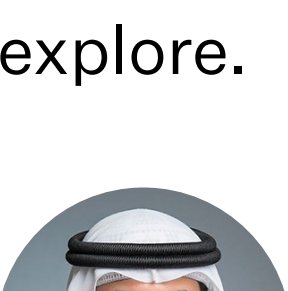
**Moderator**  
**Laura Buckwell**  
Euronews

12:20 PM – 12:40 PM [20 mins]

Keynote

### The Dubai Metaverse Strategy: Unlocking Dubai's Potential

The Dubai Metaverse Strategy, launched by HH the Crown Prince of Dubai, envisions the futuristic city of Dubai to become the global hub for Web 3.0 technologies like blockchain and NFTs. Dubai is already setting strong foundations for the metaverse to thrive, by exploring opportunities around infrastructure, education, technology, etc. As well as examining use cases, this session questions where the opportunities lie for Dubai, how to capture them, and what avenues of cooperation governments and the private sector need to explore.



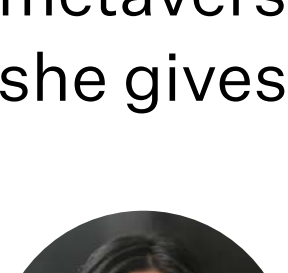
**Speaker**  
**HE Omar bin Sultan Al Olama**  
Chairman of Dubai Chamber of Digital Economy  
and Vice Chairman of the Higher Committee for Future  
Technology and Digital Economy in Dubai

12:45 PM – 01:00 PM [15 mins]

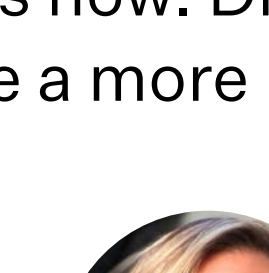
Keynote (Hybrid)

### Building the Responsible Metaverse

Businesses are racing toward a future very different from the one they were designed to operate in. Soon, every company will find themselves at the intersection of many new worlds, from building new physical and virtual realities to providing services in environments created by others. Trust will prevail; existing concerns around privacy, bias, fairness and human impact are sharpening as the line between peoples' physical and digital lives blurs. Leading enterprises will shoulder the charge for building a responsible metaverse and are setting the standards now. Discover Anne Groeppelin as she gives you insights into how to shape a more Responsible Metaverse.



**Speaker**  
**Asma Shabab**  
Accenture



**Virtual Speaker**  
**Anne Groeppelin**  
Accenture

01:05 PM – 01:20 PM [15 mins]

Keynote

### Augmented Reality: Revolutionizing the Conventional

Traditional methods of work within enterprises in key sectors are rapidly transforming, as businesses successfully adopt new, innovative and unconventional methods of practice. Healthcare, manufacturing, automotive and more are dynamically evolving with the acceleration by Magic Leap to adopt technologies in the Metaverse of enterprises such as AR and wearables to drive efficiency, sales and success.



**Speaker**  
**Jade Meskill**  
Magic Leap

### Lunch & Activations



# Day 1

## Side Sessions



Wednesday  
28 September  
2022



02:00 PM  
–  
07:00 PM



AREA 2071,  
Emirates Towers  
Boulevard



Open for Attendees



Invite Only

### Side Session 1

## Value Creation in the Metaverse, Working Group Meeting



02:00 PM – 03:30 PM [1.5 hours]



DFA Training Room

World Economic Forum

### Side Session 2

## Accelerating Value Creation in the Metaverse



02:00 PM – 04:00 PM [2 hours]



Coders HQ

 **accenture**

### Side Session 3

## Aviation in Metaverse: Interoperability and Reality Gradient



02:00 PM – 04:00 PM [2 hours]



Ministry of Possibilities

 **Emirates**

### Side Session 4

## Road to the Metaverse: Innovating Governance



02:00 PM – 05:00 PM [3 hours]



Government Accelerators

 **Meta**

**ECONOMIST  
IMPACT**

### Side Session 5

## Decoding Metaverse and Beyond



02:00 PM – 06:30 PM [4.5 hours]



DFA Auditorium

 **Asiarath**

### Side Session 6

## Taking the Leap from Web2 into the Metaverse



04:00 PM – 05:30 PM [1.5 hours]



Coders HQ

**Outlier Ventures**

### Side Session 7

## Live Demos in Web 3.0 and the Metaverse



04:00 PM – 06:30 PM [2.5 hours]



DFA Training Room

**SIAPARTNERS**

### Other Sessions

Sessions are also taking place at the **Ministry of Possibilities** and **Youth Hub** in AREA 2071 at Emirates Towers Boulevard.

# Day 2

## Main Sessions



Thursday  
29 September  
2022



08:30 AM  
–  
02:00 PM



Museum  
of the Future  
Auditorium



Keynote



Panel



Fireside Chat

08:30 AM – 09:00 AM [30 mins]

### Registration & Networking



09:00 AM – 09:10 AM [10 mins]

#### Keynote

### Into the Metaverse by Meta

The metaverse is continuously unfolding, displaying a number of cross-sector opportunities. Bullish on the magnitude of prospects that lie in the metaverse, Meta is focusing on the technologies and tools that promote, encourage and enable experiences across different avenues in the metaverse. This session invites experts to examine the gamut of technologies and tools for the future.



Speaker

**Ziad Traboulsi**

Meta

09:15 AM – 09:25 AM [10 mins]

#### Keynote

### The Future of the Nations in the Metaverse

How can governments understand the true potential of a borderless metaverse, provide the best services for all, and adapt to a changing world?



Speaker

**HE Gabriel Abed**

Ambassador of Barbados  
to the United Arab Emirates

09:30 AM – 10:15 AM [45 mins]

#### Panel

### The Role of Governments in Virtual Worlds

The rise and divide between the centralized and decentralized worlds continues to shape future horizons. Investments, finance, regulation and policy are changing as new applications break ground in the ecosystem. A debate around the future role of government and public institutions in regulating virtual worlds is critical to defining the most productive environments for metaverse and web 3.0 platforms to thrive.



Speaker

**Catherine Zhou**

HSBC



Speaker

**Keith Jordan**

Mastercard



Speaker

**Alexander Chehade**

Binance



Speaker

**Christian Kunz**

DIFC Authority



Speaker

**Vinit Shah**

Virtual Assets Regulatory  
Authority (VARA)



Moderator

**Mina Al-Oraibi**

Editor in Chief,  
The National

10:15 AM – 10:25 AM [10 mins]

### Coffee Break



10:25 AM – 10:40 AM [15 mins]

#### Fireside Chat

### Sector Deep-Dive: Opportunities in Aviation

Airlines are taking off in the metaverse; whether through the launch of NFTs, offering new experiences or just by measuring customer satisfaction levels. Emirates Airline will showcase its ambitious plans to allow the millions of customers that fly with Dubai's carrier experience the metaverse.



Speaker

**Adel Al Redha**

Chief Operating Officer,  
Emirates



Moderator

**Mustafa AlRawi**

The National

10:45 AM – 11:30 AM [45 mins]

#### Panel

### Which Sectors is the Metaverse Already Impacting?

While the metaverse is still in young and untested, opportunity is there for the taking – and some are way ahead of the curve, minting NFTs, creating tangible experiences, and building new business models. Leveraging web 3.0 technologies and an extremely technology-savvy generation, the members of this panel are creating more than just experiences in the metaverse.



Speaker

**Yusuf Bahadir**

GoArt



Speaker

**David Clark-Joseph**

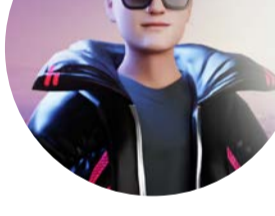
Pixelynx



Speaker

**Vishal Gondal**

Founder and Chief Executive  
Officer, GOQii



Speaker

**Bradford Bird**

The Fabricant



Moderator

**Jane Witherspoon**

Euronews

11:35 AM – 12:05 PM [30 mins]

#### Panel

### UAE Metaverse Contributors

An overview of UAE-led entities that are building exciting projects in the metaverse. This session explores the type of experiences these Emirati talent are bringing to the metaverse and the passion that drives their work.



Speaker

**Amin Al Zarouni**

Bedu



Speaker

**Abdelrahman Mohamed**

MetaCon Global



Speaker

**Abdulla Mohamed Al Dhaheri**

Chaintech Labs



Speaker

**Haya Al Gussain**

Evolve Network Club



Moderator

**Alex Gubbay**

The National

12:10 PM – 01:00 PM [50 mins]

### Sector Deep-Dive: Gaming in the Metaverse

#### Keynote (Virtual)

Gala Games is a leader in the e-gaming ecosystem and is transforming blockchain gaming. This session will ask: what opportunities does the Metaverse present to Galagames and its ecosystem? Can Web 2.0 games evolve? And what are the challenges associated with the future of e-gaming and the metaverse?



Speaker

**Sarah Buxton**

Gala Games

#### Fireside Chat

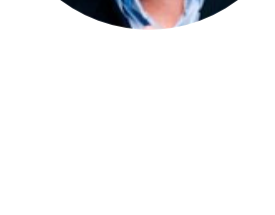
Immersive gaming is the next big thing in entertainment. VR and AR technologies are becoming increasingly sophisticated, providing gamers with almost real-life experiences. However, use cases have become much broader than pure entertainment. This session aims to address two two-part questions: How will the metaverse and gaming transform our every day lives and connections with the digital world? And two, what does content look like and what collaborations exist across different sectors?



Speaker

**Ahmed Tehemar**

Gamefi, BNB Chain



Moderator

**Tom Urquhart**

Arabian Radio Network

#### Keynote (Virtual)

The future of gaming goes beyond the creation of entertaining games on decentralized applications. Users are now provided opportunities to create their own personal and unique experiences by minting virtual assets, trading cryptocurrencies and more all within their virtual environment. The session talks about the widening scope of gaming today and in the near future.



Speaker

**Sebastian Borget**

Co-Founder,  
The Sandbox

01:05 PM – 01:15 PM [10 mins]

#### Keynote

### The Building Blocks for WEB 3.0 and the Metaverse

Building a backbone for WEB 3.0 and the metaverse, Polygon enables founders and technology companies to create new experiences, transactions and interactions.



Speaker

**Sandeep Nailwal**

Co-Founder,  
Polygon

### Lunch & Activations



# Day 2

## Side Sessions



Thursday  
29 September  
2022



02:00 PM  
–  
08:00 PM



AREA 2071,  
Emirates Towers  
Boulevard



Open for Attendees



Invite Only

### Side Session 1

#### The Metaverse: Not Just a Game but a Game Changer

02:00 PM – 03:30 PM [1.5 hours]

Coders HQ



### Side Session 2

#### How Shopping, Banking, and Gaming are Spearheading the Metaverse

02:00 PM – 04:00 PM [2 hours]

DFA Training Room



### Side Session 3

#### A Day of Immersive Learning Experience in the Metaverse

02:00 PM – 05:00 PM [3 hours]

Government Accelerators



### Side Session 4

#### Metaverse and WEB 3 Discussions

02:00 PM – 08:00 PM [6 hours]

DFA Auditorium



### Side Session 5

#### Venture Capital for the Metaverse

04:00 PM – 05:00 PM [1 hour]

Coders HQ



### Side Session 6

#### Creating Worlds and Experiences for a Hyper-Realistic Metaverse

04:00 PM – 05:30 PM [1.5 hours]

DFA Training Room



### Side Session 7

#### Web2: Silicon Valley Web3: Crypto Oasis

05:30 PM – 06:30 PM [1 hour]

Coders HQ



### Other Sessions

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