ANNOUNCEMENT

SMART VALOR creating impact for Ukraine at its home turf, hosting a House of Ukraine in Davos during the World Economic Forum

Switzerland, 7 June 2022

Volodymyr Zelenskyy, President of Ukraine addresses Davos 2022. Image: World Economic Forum

Over 2,500 business and political leaders and over 50 heads of state and government gathered in the Swiss town of Davos last week for one of the most influential international five-day conferences. The key topic of the event was support for Ukraine and the global economic situation. Among the key speakers were Federal Chancellor of Germany Olaf Scholz, EU Commission President Ursula von der Leyen, NATO Secretary General Jens Stoltenberg and US Special Presidential Envoy for Climate John Kerry.

Ukraine president Zelenskyy was connected via video, greeted by standing ovations from the fully filled main conference hall. He called for continued support for Ukraine, further sanctions and weapon supply. "My wish for you is that you don't lose the feeling of unity," said Zelenskyy.

The feeling of unity was supported outside of the main conference through various Ukraine-centred events. One of those was the House of Ukraine, organized by the Swiss foundation [Tech for Peace](). SMART VALOR was the main sponsor and co-organizer.

The House of Ukraine was designed as a platform during the WEF to bring together Ukrainians with WEF movers and shakers while engaging a wide range of people committed to Ukraine. The leaders from six relief projects from Ukraine, the USA, Switzerland and other European countries shared the impactful work they are doing in support of people in Ukraine. On the other side, the CEOs and leaders from Swiss and international companies, who joined as sponsors, such as Ringier, Boston Consulting Group, ATOS, AlphaPoint and other companies had the opportunity to learn from witnesses about the dire conditions on the ground and find a way to help and make their contribution.

"I am very happy that we managed to establish new connections at the House of Ukraine creating impact in yet another way, in addition to the UNICEF donation generated by the contributions of the visitors and sponsors. The World Economic Forum in Davos was an ideal place to enable dialogue between ordinary Ukrainians, aid organizations and WEF members. The connections established here will help to create even more impact and help thousands of people" – said Olga Feldmeier, board chair of SMART VALOR and one of the initiators of Tech for Peace, who grew up in Ukraine and developed into one of the most influential representatives of the Ukrainians in Switzerland.

Co-organizers of the House of Ukraine and initiators of Tech for Peace

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About SMART VALOR

SMART VALOR is a Swiss company which became the first European digital asset exchange listed on Nasdaq First North. The company's mission is to provide a trusted gateway to blockchain technology for investors and institutions. On the B2C side, it operates a retail digital asset exchange, custody, and asset management. On the B2B side, the company works with banks and fintech companies offering its technology as a white-label Crypto-as-a-Service solution. SMART VALOR was one of the first crypto companies to receive financial intermediary status in Switzerland and to be registered as an exchange and custodian under the Blockchain Act of Liechtenstein.