

# The First Blockchain Roadshow in Saudi Arabia

*Saudi Arabia is moving aggressively executing its plans for digital transformation and economic diversification.*

JEDDAH, SAUDI ARABIA, December 16, 2017 /EINPresswire.com/ -- In line with Saudi Arabia's Vision 2030 to diversify its economy and to move into the digital world, Ateon ([www.ateon.net](http://www.ateon.net)), a member of Alhamrani Group of Companies in Saudi Arabia, and a specialized consultancy in financial technology solutions development, ran a week long Blockchain [roadshow](#) in Riyadh and Jeddah. The roadshow started on 10th December 2017 in Riyadh with a full day of seminars and panel discussions, then followed the next day with meetings with clients. The event was repeated in Jeddah on 12th December 2017 and followed the next day with meetings with clients. The roadshow was an invite-only event and was attended by over 50 senior executives primarily from the financial sector, though it included executives from several other sectors.

Technical presentations were made by recognized blockchain experts from Ateon's partners; SettleMint

([www.settlemint.com](http://www.settlemint.com)), a Belgium-based software company with rich experience in developing blockchain [applications](#) for financial institutions, and Sofitto ([www.sofitto.com](http://www.sofitto.com)), Belgium-based leader in blockchain last-mile [payment](#) space, and Shocard ([www.shocard.com](http://www.shocard.com)), a US-based blockchain identity management solutions leader. Reham Baseddiq, Ateon's Marketing Manager, stated that the group of blockchain startups led by Ateon has ambitious plans to expedite the adoption of Blockchain in the Saudi Arabia and the region.

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Ateon with its partners has ambitious plans to expedite the adoption of Blockchain in Saudi Arabia and the region.”

*Reham Baseddiq*

the leaders of change and I hope we write history together.”



Ateon Blockchain Roadshow

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The three parties amazed the crowd with the insightful information they shared. Dr. Husam Yaghi, President of Ateon, claimed to the audience in his opening speech: “It is you, who will help realize the Kingdom's Vision 2030. You are

Ateon has recently exhibited at several blockchain conferences in the region including London and Dubai. Their recent project with SettleMint for the Islamic Development Bank ([www.isdb.org](http://www.isdb.org)), to develop Blockchain-based products for financial inclusion, was featured in New York Times, Reuters, Nasdaq, and Islamic Finance News. It is evident that Ateon aims to be recognized as the region's primary Blockchain systems integrator.

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