



UbiatarPlay World Expo 2018: The first exclusive world public event of Ubiatar's ecosystem

#beeverywhere1-0

The first world meeting of all Ubiatarplay's protagonists took place on the LAC Lugano Art & Culture center, a cultural reference location with a stunning view on the Ceresio lake. Important brands, companies and entrepreneurs together with blockchain experts met in this prestigious event to share their expertise, future ideas and projects related to the Ubiatar's telepresence technology.

▶ Lugano 4/5/2018

For the first world debut of the **UbiatarPlay World Expo** and the **Lugano Art&Culture Centre LAC**, more than **250 selected participant** between entrepreneurs, institutional investors and cryptofans met and participated to this important meeting.

The exclusive event was live streamed using Ubiatar Tech and involved as well more than **3000 Avatars already active** and **available** on the Ubiatar-play World Map.

During the various speeches, one of the main topic was **how the Ubiatar tech** will be **concretely used by companies** of many industrial sector (i.e. Gaming, Tourism, Textile, Real Estate) taking part of the supply chains to ensure an improvement of the business models.

The top moment during the show has been the dedicated space given by the speakers exclusively for **questions from many participants** of the event,

giving the **chance to better understand** the Blockchain technology and how that can affect our every day's life.

The whole organization of the World Expo was created and coordinated with incredible professionalism and precision by the 2 founders of UbiatarPlay Marketplace platform, **Fulvio Dominici**, CTO and **Francesco Raco**, CFO. Since more than **3 years**, they are working on the **technology development**, very soon (9th May 2018) they are launching their **ICO** (UAC), already considered one of the most promising project globally for the ideas quality and development.

On the stage, during the whole day, many important names of the Cryptoworld acted as speakers granting the event a superlative quality, we want to highlight in particular :

Davide Baldi, important Swiss entrepreneur and One4 CEO, multiservice business advisor company, **Alfredo Malgrati**, Eurotubi CEO which operates with his international company in the Plumbing sector, **Ing. Natale Consonni**, international entrepreneur focused on the authenticity certification of luxury products and Luxochain

founder, Luxochain aims to solve the problem of fake products in the luxury sector using the blockchain technology, **Federico Pacilli**, Xriba.com CTO, **Simone Conti**, Icorace.ch Manager, prestigious start-up dedicated to the World ICOs, **Maria Elena Gitto**, UbiatarPlay CEO.

Moreover, in the room, together with the above **Crypto VIPs**, there were many **cryptoanalysts** and **fans** interested to cooperate directly or indirectly with UbiatarPlay in the near future, we want to highlight as well the presence of foreign companies representatives from all **Europe, Russia, Asia** and **America** already interested to **close a partnership**, plus many sponsor and UbiatarPlay early adopters.

In conclusion, UbiatarPlay World Expo represented a one kind event that gave **people** and **companies** the **chance to meet each others**, build a **business network** and talk about Ubiatar technology with a **full immersion brainstorm**, Ubiatarplay community is rapidly **expanding** all over the planet in **numerous major markets**, it's already planned to very soon replicate this successful event.