

EMURGO Joins Public Chain Technology Alliance As New Member



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TOKYO Apr. 18, 2019 / EMURGO – Cardano partner and official commercial arm EMURGO is the latest established member to join Public Chain Technology Alliance (PCTA) - an international body initiated by the Bitsclub Vision Program (BVP) to jointly explore and set public chain technical standards, promoting the development of blockchain industry to the general public and to enterprises. PCTA partners aim to connect their ecosystem and developer communities, display their respective strengths and provide technical support to qualified projects of BVP, thereby laying a solid technical foundation to onboard new stakeholders.



Bitsclub Vision Program
**Public Chain
Technology Alliance**

Open, Cooperative, Compatible, and Inclusive



EMURGO

EMURGO's entry into PCTA aligns with our stated vision that blockchain is becoming a vital social infrastructure, much like the Internet, and enables a more connected and equitable world in potential industries such as finance, supply chain, user identity, sourcing, and so forth. Our vision is to empower all organizations and developers to build global solutions embracing blockchain technology towards a better future.

"I am excited for EMURGO to join PCTA and play an increasingly important role in expanding the overall awareness of blockchain use cases globally. This strategic entry allows us to tap into a valuable network of blockchain projects and enterprises to help drive Cardano adoption further in the immediate future and beyond," said Florian Bohnert, CMO of EMURGO.

In a comprehensive blockchain industry report commissioned and released by Deloitte US in 2018, "approximately 29% of our respondents have already joined an existing consortium, with nearly 45% saying they are likely to join one within the next year. And more than 13% say they are interested in starting a consortium of their own. As blockchain gains traction and influence, we believe the benefits of consortia, including their shared costs, ability to create unified industry standards, and advantages of scale, will make them even more attractive options" [1]

To achieve our vision, EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized blockchain ecosystem such as releasing the highly acclaimed and EMURGO-developed Yoroi wallet for desktop, iOS, and Android; integrating Cardano's ADA with Ledger wallet; and launching our dLab/EMURGO program to invest in & accelerate promising blockchain-based startups showing potential synergies with Cardano.

EMURGO's addition into PCTA will further enhance the community base and marketing outreach especially in strengthening education for the mass public on blockchain, and the adoption of public chain technology among enterprises. EMURGO will gain access to shared resources and enhanced networking capabilities with quality projects & enterprises from around the world to further drive the adoption of Cardano.

The PCTA vision began to take shape more than five years ago with Bitsclub, the first blockchain-focused angel investing community in China. Currently there are over 40 quality member projects in PCTA.

Sources:[1]<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/financial-services/us-fsi-2018-global-blockchain-survey-report.pdf>

About EMURGO

EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized blockchain ecosystem. EMURGO is the official commercial arm of the Cardano project, registered in Tokyo, Japan since June 2017 and in Singapore since May 2018. EMURGO is uniquely affiliated and works closely with IOHK to grow Cardano's ecosystem globally and promote the adoption of the Cardano blockchain.

For further information from EMURGO

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