**Barbados to Establish the World’ First Embassy in the Metaverse**

*By* [***Diplomat Magazine***](https://diplomatmagazine.eu/author/diplomat/)

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The Government of The Unitary Parliamentary Republic of Barbados has approved the establishment of the World’s First Metaverse Embassy. Establishing an embassy in the metaverse – a virtual world – is an innovative move and a world-first for a government.

The Government of Barbados will continue to establish and maintain physical embassies however will use the Metaverse Embassy as an opportunity to pioneer the evolution of global diplomacy beyond the physical world.

Metaverse is a virtual-reality space where users can interact within a computer-generated environment with other users. Establishing an embassy in the metaverse – a virtual world – is an innovative move and a world-first for a government. Barbados’ Metaverse Embassy will be at the centre of activities to advance the growth of stronger bilateral relationships with governments globally. It launches in the wake of Covid-19 disrupting traditional diplomatic channels, and at a time when Barbados is reimagining itself as a world hub for digital transformation and technology innovation.

The Government of Barbados is very pleased to announce the launch of its Metaverse Embassy initiative, said Senator **JeromeWalcott**, Minister of Foreign Affairs and Foreign Trade. This platform will be an important forum where Barbados will work with our traditional partners and new allies to deepen engagement in the diplomatic arena; the investment, business, tourism and cultural sectors; and people-to-people interaction. Barbados looks forward to welcoming the world in its Metaverse Embassy.

According to Mr **Mark Zuckerberg,** Meta CEO, the metaverse will be mainstream 5**–**10 years from now.

Barbados, fondly Known as Land of The Flying Fish, takes to the Metaverse!

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