



CAPTURING ECONOMIC VALUE THROUGH METAVERSE

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Metaverse is enabling a **new phase** in economy by creating novel opportunities.

“Physical” Economy



Digital Economy



Virtual Digital Economy



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Along with the growth of Metaverse, **numerous emerging trends** have surfaced in this new economy:



De-Fi & Crypto



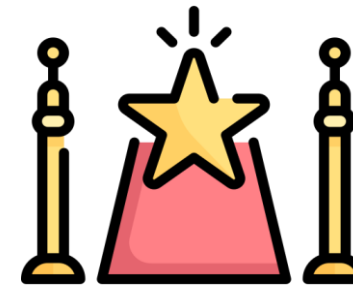
NFTs & Digital Art



Virtual Real-Estate



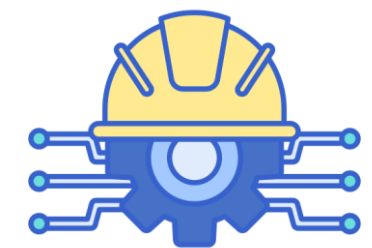
Virtual Fashion



Virtual Event Experiences



Virtual Education



Virtual Labour

Launched in July 2022, the Dubai Metaverse Strategy aims to make Dubai the **No.1 in the region** and **one of the top 10 cities globally** in terms of **metaverse economy**.

Main objectives:

5x



The number of blockchain and metaverse companies in 5 years

40K



Metaverse supported virtual jobs added by 2030

\$4 billion

Added to the economy in Dubai in 5 years

By leveraging

- Web 3
- VR / AR / XR
- Digital Twins

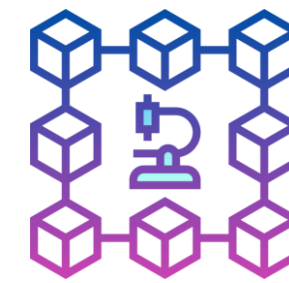
Five Pillars:



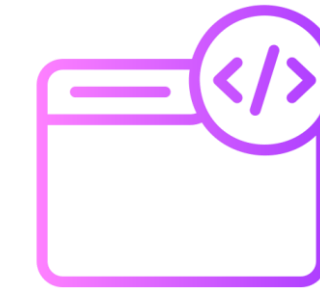
Foster Innovation



Cultivate Talent



Develop Use-cases





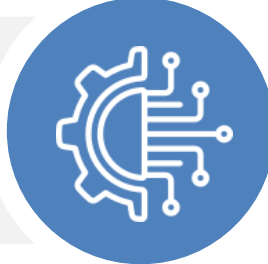

Adopt & Scale Safe Platforms



Refine Regulations & Infrastructure

Numerous challenges need to be overcome to capture the metaverse enabled economic opportunity

-  Interoperability
-  Standards & Guidelines
-  Data Privacy
-  Virtual & Physical Integration

-  Legal & Regulatory
-  Security & Safety
-  Technology R&D
-  Competition



THANK YOU