

Shaping the digital asset economy across Asia-Pacific and beyond

Executive advisory, strategic convening and intelligence for institutions shaping digital asset policy and the development of market infrastructure.

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OUR ROLE

Convening and informing institutions, regulators and the architects of digital asset markets

01

WHAT WE DO

Advisory, Activations and Amplification across digital asset policy, market design and institutional adoption.

02

WHO WE ENGAGE

Industry, policy professionals, custodians, exchanges, banks, regulators, government, funds and infrastructure builders.

03

PROOF

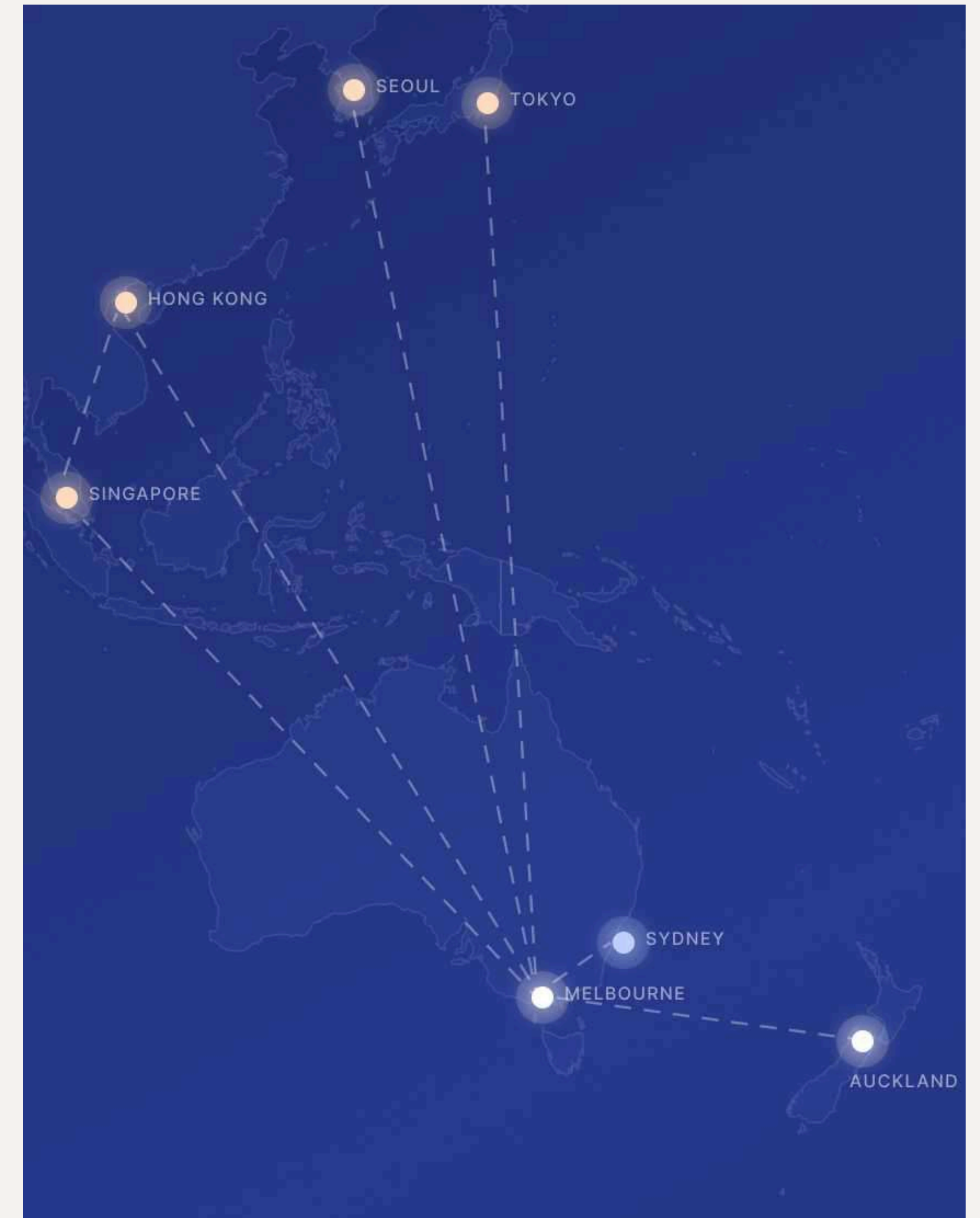
Connected relationships across 20+ cities and 12+ countries, delivered 115 activations and engaged 600+ organisations since 2023.

CONTEXT • THE STATE OF THE MARKET

Asia-Pacific has moved from policy debate to legislated market structure

Across Asia Pacific, the regulatory groundwork for institutional digital assets is being laid in parallel and at pace. Australia, Singapore, Hong Kong, Japan, Korea and the UAE have each moved beyond consultation to active licensing and supervision covering exchanges, stablecoins, custody and market infrastructure.

Against a backdrop of shifting geopolitical dynamics and broader capital flows seeking alternatives to traditional Western hubs, the region is no longer a frontier. It is the centre of gravity for the next phase of digital asset adoption.



THE CHALLENGE

Speed of regulation is outpacing the institutional capacity to respond

01

Fragmented intelligence

Regulatory direction sits across multiple agencies, jurisdictions and informal channels. No single source captures the live picture.

02

Limited senior access

Policy is shaped in rooms most institutions cannot enter. Convening power is rare and difficult to manufacture.

03

Strategy without sequencing

Decision makers see the destination but lack a defensible operating sequence to license, partner, build or exit.

04

Reputation risk asymmetry

First-mover positions carry policy and brand exposure that requires considered narrative and stakeholder management.

OUR THESIS

Markets are won in the room before the rules are well understood or written

BlockchainAPAC operates at the convergence of policy, infrastructure and capital.

We help guide institutions that will define the next decade of digital asset market structure across Asia-Pacific and beyond. We facilitate access to decision makers and provide sequenced strategic guidance.

THE MODEL

Three disciplines. One operating logic

01

ADVISORY

Highest touch guidance

Strategic advice to boards, regulators and policy teams on digital asset strategy, market entry, licensing and government engagement.

- Strategy & positioning
- Policy & regulatory
- Government engagement
- Market entry
- Capital & partnerships

02

ACTIVATIONS

Our brand-led convenings

Curated forums, summits, roundtables and delegations that create the rooms where policy and commercial decisions are made.

- Conferences
- Delegations
- Roundtables
- Workshops
- Custom convenings

03

AMPLIFICATION

Your authored voice

Editorial, content and stakeholder narrative that establishes authority across institutional and regulator audiences.

- Editorial & opinion guidance
- Stakeholder narrative development
- Media & comment advice
- Research & briefings
- Digital channel strategy

ADVISORY

Trusted at the highest levels of decision-making

We educate, inform and empower digital asset leaders to navigate complex regulation, operational challenges and test product market fit without sacrificing momentum.

We deliver frameworks, critical context and precise action paths that reflect real-world policy and practice conditions.

01 In-Market Intelligence

On the ground insight captured through direct engagement with policymakers, regulators and capital allocators.

02 Policy Architecture and Positioning

Mapping regulatory landscapes. Capabilities assessment, advice and jurisdictional positioning.

03 Stakeholder Access and Alignment

Introductions, briefings and alignment across government, industry and institutional stakeholders.

04 Market Entry and Commercial Strategy

Structured market entry and execution strategies. Scoping and development of commercial resourcing and outcomes.

05 Operating Model and Compliance Build

Designing operational structures that satisfy regulatory requirements, resourcing and go-to-market or growth initiatives.

“Our advisory work shapes how organisations engage with the sector before, during and after regulatory reform.”

ACTIVATIONS

We build the room

Setting the agenda

We create and curate activations, not events. We focus on environments where strategic relationships form, alignment happens and commercial or policy decisions move forward. Built for purpose, pressure-tested for relevance and delivered with precision.

We do not stage activity. We create conditions that produce traction.

01 Conferences

Our globally recognised, brand led invite-only conferences, designed for depth and high-trust engagement.

02 Summits

Bespoke single-issue or one time only forums that move policy and capital decisions in high value verticals.

03 Roundtables

Deliberately convened, subject specific Chatham House sessions for senior decision-makers.

04 Workshops

Closed-door briefings and capability builds developed to move the needle on decision making or for rapid capability uplift.

05 Delegations

Immersive, relationship strengthening international missions into priority APAC and global markets environments.

06 Custom convenings

Unique, ground up formats designed for clients. Leveraging our brand to engage and inform stakeholders.

AMPLIFICATION

Your voice

Authoritative positioning

Your brand coupled with our support network.

Institutions operating in regulated markets need to distinguish their signal, from the noise of others.

We inform editorial, build narrative and channel infrastructure that establishes our clients as authoritative, not participatory.

01 Narrative and Agenda Design

We have listened, so we can structure the format for signal over noise. Sequencing the right moments and voices.

02 Stakeholder and Participant Mapping

Scope, identify and create outreach to involve only those with relevance, insight or decision-making capacity

03 Live Facilitation & Capture

Front of house we execute on the in real life event. We orchestrate the activities that best showcase your brand.

04 Digital Channel Strategy

Social + media support. Leveraging a decade in development of brand strategy across a variety of verticals.

05 Social Build

The momentum build in action. Creation of collateral, event materials, message and delivery timetable.

06 Organisational backbone

We take over logistics and execution behind the scenes to support the delivery of your message to your audience.

NETWORK

Hundreds of organisations – One network

Some of the organisations we work with:

INSTITUTIONS

Major banks
Asset managers
Custodians
Payments
Insurers
Protocols
Liquidity providers

INDUSTRY BODIES

GBBC
IIF
ASIFMA
AWIC
Blockchain NZ
GDF
DTIF

INFRASTRUCTURE

Exchanges
Stablecoin issuers
Payment networks
Custody tech
Tokenisation
Track & Trace
Staking services

REGULATORS

Australia
Singapore
New Zealand
Hong Kong
United Kingdom
United States
Japan
United Arab Emirates

Indicative selection.

CASE STUDY

Policy Week 2026

Held: 9th – 12th March 2026 · Sydney · Invitation only

YEAR-ON-YEAR GROWTH

	2024	2025	2026
Events	20	30	33
Registrations	1,397	2,681	4,372
Approved guests	733	1,514	1,937

Curation not in name only. World class delivery.

Where policy, capital and infrastructure converged to shape the next phase of financial markets.

Policy Week convened leaders across finance, government and technology to engage in high-trust, closed-door dialogue on digital assets, payments and tokenisation.

130+ international guest invitees comprised the most compelling and qualified digital asset cohort to visit Australian shores.

 [VISIT POLICY WEEK](#)

1,000 Senior leaders convened

600+ Organisations represented

33 Sessions across the week

23 Roundtables hosted

500k+ Organic social impressions

4,000+ Registrations recorded

SCALE

Global footprint

2023 to present →

20+

Cities engaged across the APAC region and beyond

65+

Trusted partners and supporters

115+

Senior advisory and activation deliverables

40+

Roundtable events delivered across the globe

1,000+

Active senior leader participants across Policy Week alone

30,000+

Steve Vallas LinkedIn followers (Top 1% Worldwide)

1,000,000+

Kilometres travelled globally in 2025

11,000+

Registrations across recent BAPAC convenings

EXECUTIVE LEADERSHIP

Trusted advisors

Proven experience

STEVE VALLAS*Chief Executive Officer*

Steve Vallas is a digital assets strategist and industry leader focused on the intersection of finance, technology and policy. He convenes senior decision-makers across banking, government and global markets to shape the institutional adoption of digital assets in Australia and beyond.

He is known for translating global developments into clear strategic direction and for leading high-trust conversations that influence market structure and regulatory alignment.

 [LINKEDIN](#)**RICHELLE COX***Chief Operating Officer & Communications Director*

Richelle Cox is a communications and operations executive specialising in engagement and strategic delivery. As COO and Communications Director at Blockchain APAC, she designs and executes high-level initiatives that connect financial institutions, regulators and industry leaders.

She is known for turning complex stakeholder environments into structured outcomes, ensuring conversations convert into tangible commercial and strategic impact.

 [LINKEDIN](#)