

# TOKEN2049 SINGAPORE

SOCIAL MEDIA ANALYSIS  
SEPT 29 - OCT 5 2025





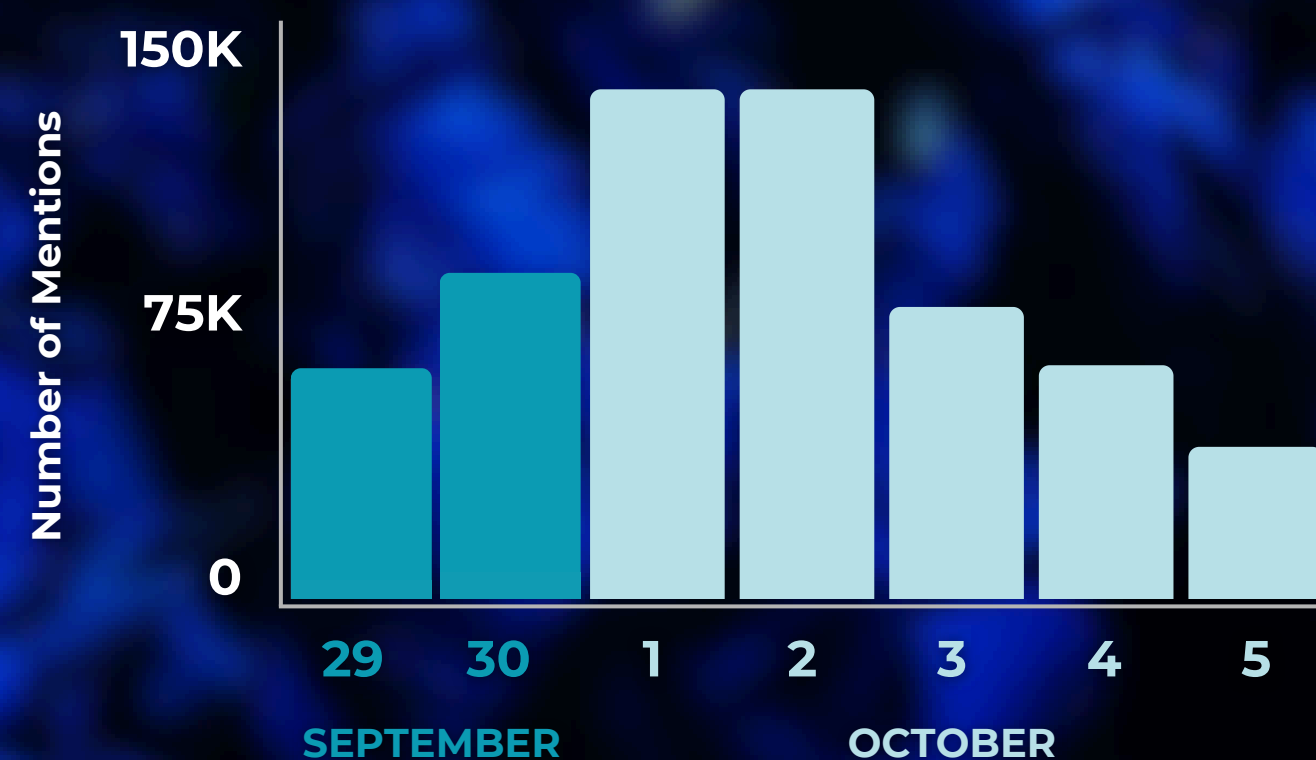
# WHAT IS TOKEN2049

TOKEN2049 is an annual conference series held in Singapore and Dubai for professionals in the crypto industry. The Singapore 2025 edition took place on October 1-2 with a record attendance of 25,000 people from over 160 countries.

Featuring multiple forums, industry exhibitions, and high-profile speakers including Donald Trump Jr., the event represents Asia's expanding mainstream interest of the crypto sector and the growing global adoption of digital assets.

# WHAT'S HAPPENING ON SOCIAL MEDIA?

NUMBER OF TOKEN2049 MENTIONS WERE CONSISTENT FOR BOTH DAYS OF THE EVENT



## Brand Promotion & Community Engagement

- Heavy engagement with companies promoting their booths and new launches. Brands led in giveaways, contests, and interactive campaigns.

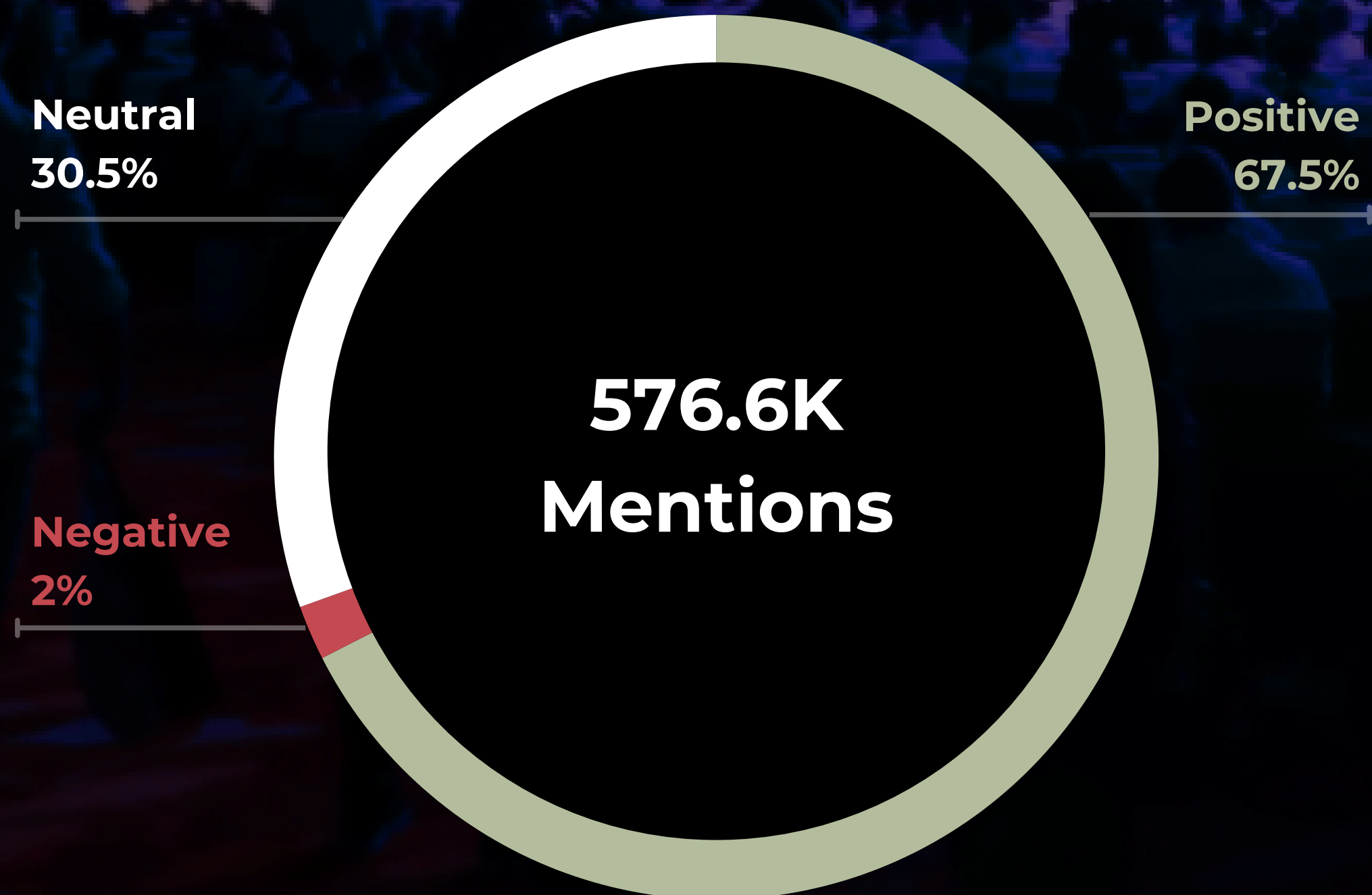
## Product Innovation

- Numerous discussions around RWA tokenisation, DeFi advancements, and DEX/AMM tools.

## Thought Leadership & Vision

- Key speakers were mentioned, such as Dr. Chengdiao Fan, Vlad Tenev, and Donald Trump Jr., with emphasis on blockchain utility, Web3 development, and AI integration.

# INNOVATION AND COMMUNITY ENGAGEMENT DROVE POSITIVE SENTIMENT FOR TOKEN2049

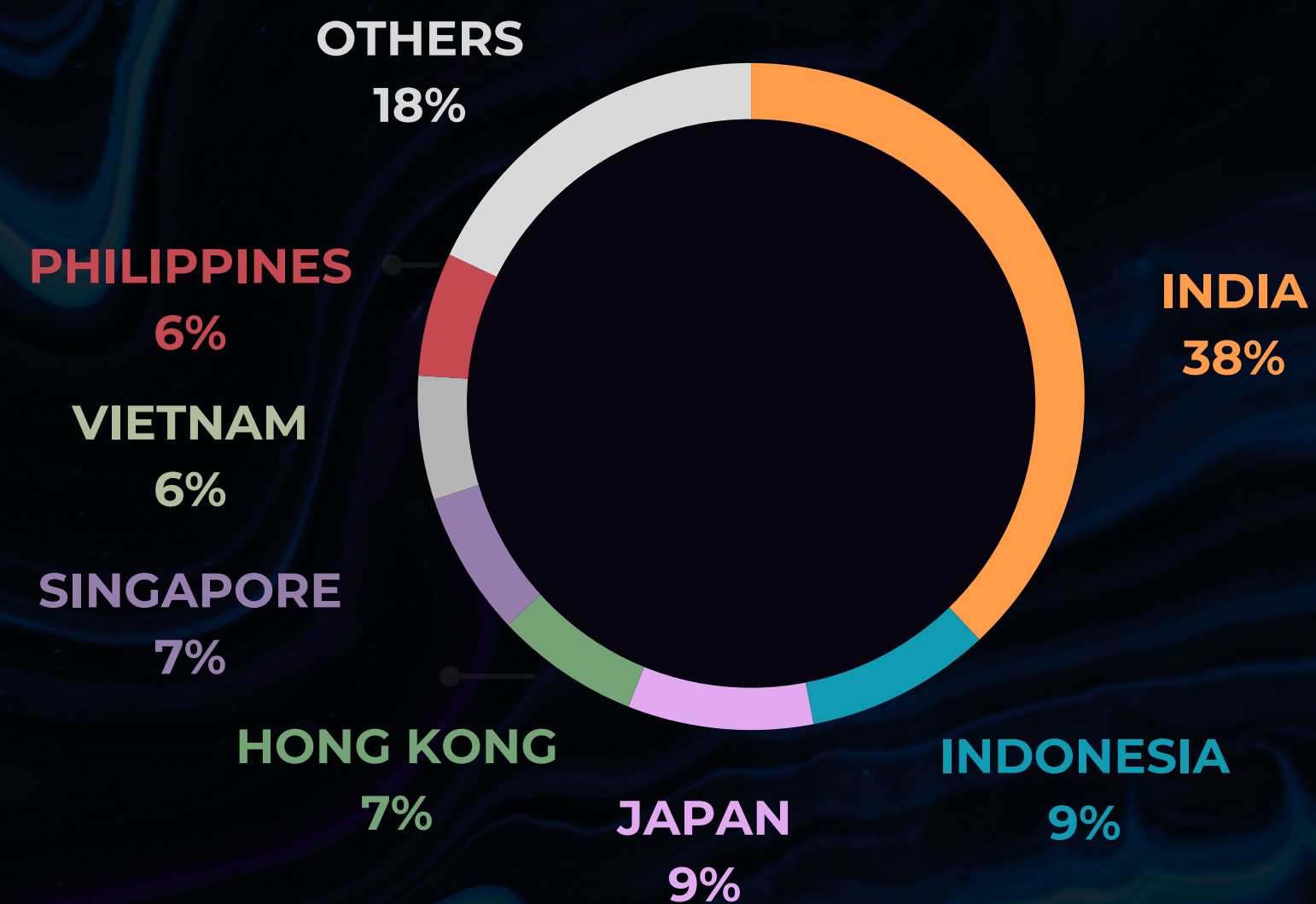


## WHAT DROVE POSITIVE SENTIMENT?

- 1** Excitement around new product launches and real-world applications of blockchain and AI
- 2** High engagement of brands with attendees through giveaways, and interactive content
- 3** Networking opportunities and discussions of partnerships, even between competitors
- 4** Confidence in the maturing crypto landscape



# INDIA LED TOKEN2049 CONVERSATIONS IN ASIA







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