

Conferences, media and the image of the valley

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The name "Crypto Valley" was a marketing success. Conferences held in Zug and Zurich from 2017 onwards brought investors, developers and journalists to the canton. The Crypto Valley Conference, organised by the association, became an annual event.¹ International media reported on the small Swiss town where one could pay the Einwohnerkontrolle in Bitcoin and where token projects raised hundreds of millions. The coverage mixed admiration and scepticism, presenting Zug as the European answer to Silicon Valley and at the same time as a place where speculative projects could find a respectable address.

The image had practical effects. Founders chose Zug because others had done so, while investors expected a Swiss seat as a sign of seriousness. Local politicians saw an opportunity to diversify the economy beyond commodities and holding companies. Sceptics asked whether the canton would repeat the pattern of the commodity traders, attracting business first and addressing the risks later. The reader of Parts D and E will recognise that debate.

1 Notes

1. Crypto Valley Association, "Crypto Valley Association To Host Conference Focused on Blockchain Research, Development, And Innovation", 16 January 2018, cryptovalley.swiss: first Crypto Valley Conference on 20–22 June 2018 at the Theater Casino Zug, organised by the association with the Lucerne University of Applied Sciences and Arts and Melonport; later editions (e.g. 5–6 June 2025, 28–29 May 2026) listed on cryptovalleyconference.com. ↩

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