



The Digital Euro Association is a leading voice on digital money, upholding and advancing fundamental civil rights and furthering the public good

[digital-euro-association.de](https://digital-euro-association.de)

# Existing Challenges Around Digital Money

Institutions in the digital money ecosystem struggle to stay ahead of rapidly changing environments while ensuring their voices are heard, and face difficulty forming strategic partnerships and collaborating within a fragmented industry.



*"Despite the growing ecosystem, it's challenging to find the right partners, collaborate effectively, and become part of a community that accelerates growth and innovation in digital assets and digital currencies."*

Head Of Business Development  
- Card Issuer



*"As the regulatory environment for digital assets and digital currencies rapidly evolves, it becomes increasingly challenging to stay ahead of policy changes and effectively engage with legislators. We often struggle to ensure our perspectives are considered in shaping regulations."*

CEO  
- Stablecoin Issuer

# Our DEA Offering

The DEA empowers members by providing key insights, fostering strategic connections, ensuring their voices are heard, and building collaborative communities to solve the complexities of digital money in Europe



## Public Affairs

The **DEA actively represents its community in front of European policy-makers** and regulators, ensuring their voices are heard. We provide strategic insights and advocate for balanced policies that support innovation and include the appropriate level of regulation while safeguarding civil liberties.



## Education

The DEA keeps members **informed** and **ahead of industry shifts** by offering publications, conferences (such as the Digital Euro Conference), expert-led roundtables, and courses, as well as **exclusive insights** from discussions with **key stakeholders**. These resources ensure members are well-versed in regulatory developments and best practices, equipping them with the **knowledge to align their strategies and remain competitive**.



## Community Building and Collaboration

By building a multidisciplinary network, the DEA helps members easily **connect with the right partners and industry players**, fostering collaboration and knowledge exchange. This network enables companies to **break through the noise**, access **key insights**, and engage with the **right audience** for their **growth**.



# Our Members

A dynamic mix of central banks partners, leading fintech companies, financial institutions, and renowned innovators.

## I Supporting Members



## I Central Banks



Center of National Bank of Kazakhstan



Central Bank of Hungary

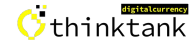


Central Bank of Eswatini



National Bank of Georgia

## I Global Strategic Members



# Traction & Achievements

Strong growth and successful engagements with policy-makers have expanded our influence and driven meaningful progress in the space.

## DEA's Public Affair Key Contributions

- **The Digital Euro Dialogue**

*Host a high-level policy discussion on digital money at the European Parliament in Brussels.*

- **Hearing on digital euro at the German Parliament (Financial Committee)**

*Contributed insights on the optimal design of a CBDC.*

- **Hearing at the European Economic and Social Committee**

*Provided inputs on how to design a digital euro.*

## Key Metrics



10k+ followers on  
LinkedIn



500+ Members on  
WhatsApp



1k+  
Digital Euro  
Conference attendees



3k+ Newsletter  
Subscribers



9k+ followers on X



15k+ streams



Our working group papers  
influence key policy  
discussions

# Membership Opportunities

## DEA's Standard (Supporting) Membership

The DEA's standard membership program allows your company to participate in our network and leverage the benefits of DEA.

Note that we also offer a Lite Membership option for smaller institutions looking to participate, providing more accessible entry into the DEA community.

	Gold Member 28 750€ per year*	Silver Member 20 125€ per year*	Bronze Member 11 500€ per year*
<a href="#">Lite Membership Benefits (see appendix)</a>	✓	✓	✓
Premium Branding: Showcase your brand with exclusive "In Cooperation With" recognition across DEA communications.	✓		
Share your insights and updates with 4,000+ targeted subscribers through prominent content placement.	✓	✓	
Spotlight Keynote at Digital Euro Conference: Secure an exclusive speaking opportunity at the premier Digital Euro Conference, reaching over 1,000 attendees.	✓		
Announce your key content and updates to the DEA's audience via our curated social media channels.	✓	✓	
Participate in exclusive DEA committees to stay ahead of policy, innovation, and market trends in digital money.	✓	✓	✓
Feature in online events like panels and fireside chats, showcasing your thought leadership to a global audience.	Appearance as co-host/speaker	Appearance as speaker	
Position yourself as a leading voice in the digital money space, gaining exposure among media, industry leaders, central banks, and event participants.	Predominant Placement	Dominant Placement	
Conference Discounts: Enjoy discounted tickets to the prestigious Digital Euro Conference in Frankfurt.	100% discount	75% discount	50% discount
Gain exposure on the Digital Euro Podcast, sharing your expertise with an engaged audience, plus logo placement on our website and pitch deck.	✓	✓	✓
Member-only insights on the digital euro, straight from high-level policymaker discussions Brussels.	✓	✓	✓

\* once-off admin fee applies

# The Digital Euro Association's Core Team

Backed by over a decade of broad experience driving forward policy, research, and innovation in digital currencies.

## Executive Board



**Dr. Jonas Gross**  
Chairman



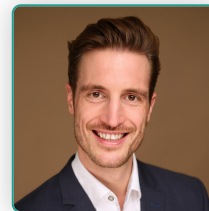
**Anne-Sophie Gogl**  
Vice Chairwoman



**Daniel Holk**  
Vice Chairman

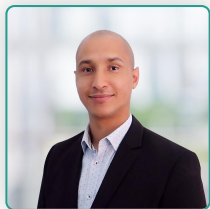


**Lena Grale**  
Treasurer



**Valentin Seehausen**  
Secretary

## Executive Team



**Conrad Kraft**  
Managing Director



**Tamara F. Schmidt**  
Executive Director



**Anne-Sophie Kappel**  
Executive Director



**Valentin Kalinov**  
Operations Manager



**Manuel Muller**  
Business Development

# Contact Us

Become a member and shape the future of money with us!



DIGITAL EURO ASSOCIATION



## Website

<http://www.digital-euro-association.de>



## Email

[info@digital-euro-association.de](mailto:info@digital-euro-association.de)



## Address

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60313 Frankfurt am Main  
Amtsgericht Frankfurt am Main, VR 16914





# Appendix

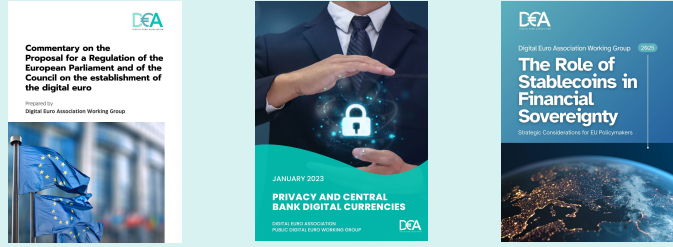


# Deep Dive: DEA Offering Overview

Exclusive working groups, Brussels sessions, expert roundtables, and the Digital Euro Conference, are some of the ways the DEA provides key opportunities for collaboration and insights on digital currencies.

## I DEA's Working Groups

Our working group members are central bankers, technology, regulatory, and payments experts who research key topics and publish working group papers.



## I DEA Stablecoin & CBDC Committees

### Format

Member-exclusive, closed-door expert committees bringing together public and private sector stakeholders for recurring discussions on digital money, payments innovation, regulation and financial market infrastructure developments.



### Participants

DEA institutional members, key policy and financial decision-makers such as (central) banks, representatives from politics and financial authorities.

## I Digital Euro Conference

The Digital Euro Conference is Europe's premier global digital money event that brings over 1,000 leading experts in Central Bank Digital Currencies (CBDCs), Stablecoins, and Tokenized Commercial Bank Money together. It serves as a key platform for networking, knowledge-sharing, and shaping the global digital currency landscape.



# Deep Dive: Policy Sessions

DEA helps members stay close to Europe's digital money policy agenda through Brussels dialogues and member-only briefs turning complex developments into strategic insight.

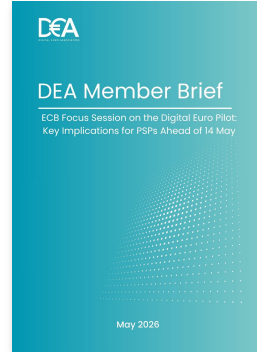
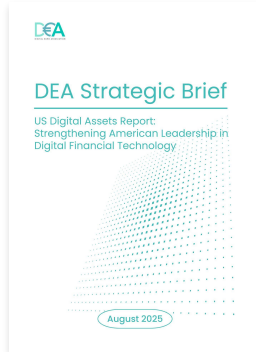
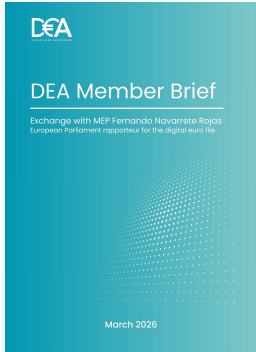
## I Brussels Policy Dialogues

Our Brussels Policy Dialogues provide members with direct exposure to Europe's digital money policy conversation. Hosted in Brussels with policymakers, public-sector representatives, industry experts, and DEA members, these sessions create space for trusted exchange on the digital euro, stablecoins, payments innovation, regulation, and Europe's digital monetary sovereignty.



## I DEA Policy Briefs

DEA's member-only policy briefs translate key digital money, payments, and regulatory developments into concise strategic analysis. They help members quickly understand what changed, why it matters, and what to watch next across the digital euro, stablecoins, tokenization, and financial market infrastructure.



# DEA's Lite Membership

The DEA's lite membership program allows your company to participate in our network of reputation and expertise.

 <p>Access to Community Member Events</p>	 <p>Membership announcement via social media</p>	 <p>Access to members-only WhatsApp group</p>	 <p>50% off all on-site DEC tickets</p>
 <p>Logo placement on website and Info Deck</p>	 <p>Participation in DEA Working Groups + Committees</p>	 <p>Voting rights in our registered association</p>	 <p>Member Spotlight Series</p>

## | DEA Lite Membership Pricing

	Academic & non-profit	Business 1-5 FTE	Business 6-25 FTE	Business 26-100 FTE	Business > 100 FTE
Lite membership (annual fee)	230 € excl. VAT	460 € excl. VAT	920 € excl. VAT	2,300 € excl. VAT	4,600 € excl. VAT
Admission (one time fee)	50 € excl. VAT	100 € excl. VAT	200 € excl. VAT	500 € excl. VAT	1,000 € excl. VAT

# DEA Lite Members

A broad mix of partners including leading fintech companies, financial institutions, and innovators.