

British Club Seniors Section

Lunch Presentation:

“BLOCKCHAINS: ALREADY TRANSFORMING OUR WORLD”

Introduction of the Speaker Eetu Kuneinen, Fintech Expert

Eetu Kuneinen is a Banking and Digital Finance C-level executive and founder, currently establishing an international banking arm for Dubai-based DGC Global Gold DMCC. This venture bridges the timeless value of physical gold with the cutting-edge digital finance landscape of tomorrow. Eetu is an expert in financial ecosystems, regulations, and payments within the emerging digital economy.

Previously, Eetu played a pivotal role in the development of two digital banks, the latest being under the Astana International Financial Centre in Kazakhstan, where he served as President. He successfully built the bank from the ground up to its eventual acquisition. Before this, he was the Director of Technology Strategy for the BOA Financial Group, the parent company of Bank of Asia, where he spearheaded the implementation of new banking technologies.

As an entrepreneur, Eetu founded several web-based businesses, including a technology and travel media company in 2016, and co-founded a boutique web design agency. He is an active member of the United Nations Economic and Social Commission for Asia Pacific's Sustainable Business Network and its Task Force on Digital Economy. Additionally, Eetu is a member of the World Digital Chamber's International Advisory Council and chairs the International Affairs Committee of the Thai Fintech Association.

Eetu holds an MBA from Bangkok University and a BBA from Haaga-Helia University of Applied Sciences in Finland. His research paper on digital marketing was published in the Academic and Business Research Institute's Journal of Management and Marketing Research. He has also earned multiple certifications from Thomson Reuters in banking and finance, including Code of Conduct, IT security, and Anti-corruption & -bribery.

We have invited Eetu to deliver a presentation tailored for complete but interested novices on the importance of blockchain technology and the emerging Fintech sector.