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Fundamentals of Digital Assets: A Strategic Guide for Professionals in the Digital Economy

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Tunis (Tunisia)



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Introduction

As the global economy undergoes a rapid digital transformation, digital assets have emerged as a core pillar of innovation and growth. What began with cryptocurrencies has now evolved into a broader ecosystem that includes NFTs, tokenized assets, smart contracts, digital identities, and blockchain-based ownership rights.

The Fundamentals of Digital Assets course is designed to equip executives, team leaders, and cross-functional professionals in both public and private sector organizations across the Middle East and North Africa MENA with a solid understanding of the digital asset landscape.

Whether you're in banking, oil & gas, telecom, government, human resources, marketing, or project management, this course offers a practical, strategic foundation to help you stay ahead of emerging digital trends and technologies while strengthening institutional agility and decision-making.

Course Objectives

- Understand the different types of digital assets and their classifications.
- Distinguish between cryptocurrencies, tokenized assets, and non-crypto digital assets.
- Analyze digital asset markets, platforms, and investment mechanisms.
- Explore the legal, regulatory, and risk considerations surrounding digital assets.
- Examine how blockchain technology supports digital asset infrastructure.
- Evaluate the institutional use cases for digital assets in various sectors.
- Learn from real-world digital asset applications in the MENA region.
- Gain the strategic foresight to make informed decisions in the digital economy.

Course Outlines

Day 1: Introduction to the Digital Asset Landscape

- Definitions and categories of digital assets.
- Differences between digital currencies, crypto-assets, and CBDCs.
- Key attributes: traceability, security, and decentralized control.
- Global trends shaping digital asset innovation.
- Overview of wallets and exchange platforms.
- Activity: Mapping the global digital asset ecosystem.



Day 2: Markets, Exchanges, and Trading Fundamentals

- Centralized vs. decentralized exchanges: structure and function.
- How to buy, store, and manage digital assets securely.
- Business models that incorporate digital asset integration.
- Technical analysis and performance indicators.
- Supply and demand dynamics in pricing models.
- Practical exercise: simulate setting up a wallet and analyzing market data.

Day 3: Legal, Compliance, and Governance Frameworks

- Overview of regulatory frameworks in the MENA region.
- AML/CFT considerations in digital asset transactions.
- Global compliance standards: FATF, GDPR, and more.
- Institutional responsibilities and digital governance.
- Legal case studies from Gulf Cooperation Council GCC countries.
- Group exercise: audit a sample project's compliance with regulations.

Day 4: Institutional Adoption of Digital Assets

- Use cases in banking, real estate, supply chain, insurance, and public services.
- Integrating digital assets with traditional financial systems.
- Digital asset portfolio management at the institutional level.
- Benefits of tokenization for asset liquidity and traceability.
- Analytical tools for evaluating digital asset performance.
- Workshop: Design a digital asset strategy for your organization.

Day 5: Strategic Review and Practical Evaluation

- Recap of key takeaways and concepts.
- Case study analysis of successful digital asset implementations.
- Final assessment: short test to validate understanding.
- Capstone project presentation individual or team-based.
- Roundtable discussion: future outlook in MENA's digital economy.
- Final evaluations and personalized feedback from instructor.



Why Attend this Course: Wins & Losses!

- Build a strong, practical understanding of digital asset fundamentals.
- Learn how to assess risks, identify opportunities, and make informed decisions.
- Gain clarity on regulatory requirements and compliance strategies.
- Master the connection between blockchain and digital assets.
- Develop skills for institutional-level portfolio analysis and design.
- Stay ahead of the curve in the rapidly evolving digital economy.
- Be better positioned for strategic leadership in digital transformation.
- Access up-to-date, globally relevant training content tailored to MENA.

Conclusion

Digital assets are no longer a futuristic concept—they're an integral part of today's global financial and technological systems. With the Fundamentals of Digital Assets course, participants will gain the strategic knowledge and practical tools needed to understand, evaluate, and apply digital asset technologies in ways that align with their organizational goals.

This program provides a valuable opportunity to bridge the knowledge gap and become a forward-thinking leader who can guide your organization confidently into the future of the digital economy.

