

# WOW Summit Appoints Lakshmi Devan as Marketing Director

**WOW SUMMIT**  
WORLD OF WEB3

29-30 MARCH 2023 | ASIAWORLD-EXPO



5000+ GUESTS | 150+ SPEAKERS | 30+ COUNTRIES

WOWSUMMIT.NET

**Hong Kong, Hong Kong S.A.R. Feb 3, 2023 ([IssueWire.com](https://www.issuewire.com))** - WOW Summit, the Web3 event giant, has announced the appointment of Lakshmi Devan as its Marketing Director, in preparation for its launch into the APAC region. The conference, to be held on March 29-30, 2023 at AsiaWorld-Expo, will host over 5,000 attendees and be supported by Invest Hong Kong and Hong Kong Tourism Board. The event will also be co-hosted by Uvecon.VC and MaGESpire.

"The advancement of technology can't be stopped. The trends of the third decade of the twenty-first century are data privacy, end-user data ownership, access to financial goods for the underbanked, digital property rights, new tools for customer loyalty management, DAO, and metaverse development. The FTX-Alameda debacle taught management, however, that the right people can make or ruin a brand. With her flawless track record and experience, Lakshmi Devan's appointment is one we are proud of. In light of Hong Kong's recent reopening of its borders and adoption of a new perspective on Web3 and virtual assets, which welcomes tech firms from all over the world, it couldn't have come at a better moment." said Ivan V. Ivanov, CEO of WOW Summit, Partner of UVECON.VC.

The conference will bring together top executives, entrepreneurs, investors, and innovators to discuss and explore the latest advancements in Web3, including blockchain adoption, NFT, metaverse business, monetary control currencies, and more. Additionally, there will be a start-up contest for Web3 companies to present their projects and win funding, as well as an NFT and Virtual Art Show.

Lakshmi Devan expressed her excitement for the role, saying, "I am thrilled to join WOW Summit and work with a team that is constantly pushing boundaries in the world of Web3. WOW has the potential to become a global phenomenon in the events industry as a whole - and not just Web3 - and I'm eager to

help it reach its full potential."

It seems then that the next step for WOW Summit is to double down and bring on board even more Web3 brands and partners from over 30 countries across the globe.

For more information, visit the WOW Summit website at <https://wowsummit.net/>.



## Media Contact

WOW Summit

[lakshmi@wowsummit.net](mailto:lakshmi@wowsummit.net)

Telegram: @thisislsd

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