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## Tether Targets U.S. Comeback Following Passage of Trump-Backed Stablecoin Law

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Tether Holdings SA is preparing to re-enter the American market in a significant way after the passage of new legislation supporting the use and oversight of digital stablecoins. The bill, signed into law last week by President Donald Trump, marks a shift toward more clearly defined rules for cryptocurrency innovation and could open the door to broader adoption across the financial system.

Tether, the issuer of USDT (United States Dollar Tether), the most traded cryptocurrency in the world by volume, is now working to reestablish its presence in the United States. According to CEO Paolo Ardoino, the company is focused on serving domestic institutional clients. “We are well in progress of establishing our U.S. domestic strategy,” Ardoino said during an interview on Bloomberg Television. “It’s going to be focused on the U.S. institutional markets, providing an efficient stablecoin for payments but also for interbank settlements and trading.”

Unlike many speculative cryptocurrencies, stablecoins such as USDT are designed to maintain a 1:1 value with a fiat currency, in this case, the U.S. dollar, making them more practical for everyday use in financial operations. Tether’s renewed interest in the U.S. market comes at a time when the country is looking to regain leadership in digital finance, something that had fallen behind in recent years under globalist policies and loosely enforced financial oversight.

The newly enacted legislation, officially titled the Genius Act (Guidelines for Enhanced National Use of Innovative e-Stablecoins), establishes a clear legal framework for the issuance and regulation of stablecoins. This includes provisions for private-sector innovation, giving banks, credit card networks, and tech firms the green light to issue their dollar-pegged digital assets under regulatory guardrails that promote both consumer safety and financial competitiveness.

The law aims to boost U.S. leadership in digital payments and cross-border financial transactions, challenging foreign-controlled digital currencies that have gained ground in markets once dominated by American innovation. With an emphasis on economic sovereignty and secure digital infrastructure, the Genius Act reflects a broader push under

the Trump administration to bring high-growth financial technologies back under American jurisdiction.

Tether's leadership views this moment as an opportunity. Ardoino joined other executives from the financial and crypto industries at the White House last week to witness the bill's signing, underscoring the company's alignment with the new regulatory vision.

As Washington begins prioritizing national security and economic strength over appeasing international and open-border interests, companies like Tether are finding renewed incentive to invest in America's digital future. This marks a turning point in the conversation about how the U.S. should engage with the rapidly evolving world of cryptocurrency, on terms that put domestic innovation and financial integrity first.