

OpenVoiceNews U.K.

Transparent. Unbiased. Yours.

Dubai and Trump Media Lead Cryptocurrency Surge

July 10, 2025

– Categories: *Crypto*



Cryptocurrency is gaining serious traction among major industry players, with Dubai and Trump Media & Technology Group at the forefront of this financial revolution. The United Arab Emirates (UAE) is rapidly cementing its position as a global hub for digital currencies, while Trump Media, the parent company of Truth Social, is making bold moves to dominate the crypto investment space.

In a significant development, Dubai's Emirates airline has signed a preliminary agreement with Crypto.com, a leading cryptocurrency exchange, to integrate its payment platform, enabling customers to pay for flights using digital currencies. According to a statement from Emirates' parent company, this initiative, set to roll out next year, targets "younger, tech-savvy customer segments who prefer digital currencies," as noted by Adnan Kazim, Emirates' deputy president and chief commercial officer, in a recent statement. This move aligns with the UAE's broader push to embrace blockchain technology, with Dubai's Virtual Assets Regulatory Authority (VARA), established in 2022, overseeing a thriving ecosystem. The Dubai Multi Commodities Centre (DMCC), one of the city's largest free zones, now hosts over 650 crypto firms, underscoring the emirate's ambition to lead the global Web3 revolution.

Elsewhere in the Gulf, Dubai-listed Air Arabia has already embraced crypto, announcing in May that it will accept AE Coin, a UAE dirham-backed stablecoin, for flight bookings. This trend of integrating digital currencies into everyday transactions, from real estate to school fees and transportation, highlights the UAE's forward-thinking approach to financial innovation.

Across the Atlantic, Trump Media & Technology Group is diving headfirst into the crypto market. The company, which operates Truth Social, has raised \$2.5 billion to invest in bitcoin and is aggressively pursuing cryptocurrency exchange-traded funds (ETFs). In April, Trump Media struck a four-year partnership with Crypto.com to launch at least three ETFs, set to trade on the New York Stock Exchange, pending approval from the U.S. Securities and Exchange Commission (SEC). These include

the Truth Social Bitcoin ETF, the Truth Social Bitcoin Ethereum ETF, and the recently filed Truth Social Crypto Blue Chip ETF, which will hold a diversified portfolio of five cryptocurrencies: Bitcoin (70%), Ethereum (15%), Solana (8%), Cronos (5%), and XRP (2%).

ETFs, which allow investors to trade assets like stocks, bonds, or cryptocurrencies as shares, have surged in popularity. Bitcoin ETFs alone have attracted nearly \$50 billion since their debut in January 2024, with Ethereum ETFs projected to draw \$10 billion in the second half of 2025, according to Bitwise CIO Matt Hougan in a recent X post. Trump Media's pivot to crypto aligns with its broader financial strategy, including a \$400 million stock buyback programme and plans for a Bitcoin treasury, though no purchases have been confirmed yet. While President Donald Trump holds no official role at the company, his status as its largest shareholder and his family's vocal support for crypto signal a strong personal stake in this venture.

The UAE's embrace of crypto and Trump Media's ambitious ETF plans reflect a broader shift towards mainstream acceptance of digital currencies. As Dubai solidifies its status as a crypto hub and Trump Media leverages its brand to disrupt the financial sector, the global cryptocurrency landscape is evolving at breakneck speed. Investors and consumers alike are watching closely as these powerhouses redefine the future of finance.