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## Digital turning point: how the US is integrating blockchain into the financial system

**Even before taking office, the new US President unveiled an ambitious plan for the future of the crypto industry. The goal is to make the United States the leading global force in this space and to strengthen the market environment in a sustainable way. These announcements are now being translated into concrete actions – with developments that are set to shape international standards.**

In recent years, a politically charged climate has slowed the development of digital assets in the US. The SEC blocked major product launches and relied on enforcement actions without clear rules – a toxic environment for blockchain innovation. Even the approval of Bitcoin ETFs in January 2024 – the most successful ETF launch of all time, incidentally – only came after judicial pressure. That phase is over: the new administration is taking a pro-innovation approach, creating reliable frameworks for growth.

### Executive order lays out the master plan

Following a series of executive orders on immigration and the economy, Trump turned to the crypto sector during his first week in office. A new task force was commissioned to develop concrete regulatory and legislative proposals – with the goal of turning the US into a global crypto capital. In addition, the President established a strategic Bitcoin reserve worth around USD 23 billion, sourced from seized assets.

Trump appointed tech investor David Sacks, the Secretary of the Treasury, the Attorney General, the Secretary of Commerce, and the chairs of the SEC and CFTC to the task force. Over the past six months, the group has developed a 160-page strategic paper, which the White House has now released as the “National Crypto Policy Roadmap.” The document impresses with its strategic depth,

clarity, and political scope. The following points and proposals are especially noteworthy:

### 1. GENIUS Act: clear rules and tailwinds for stablecoins

Stablecoins are digital tokens typically pegged to the US dollar that can be transferred 24/7 at minimal cost – without intermediaries. They enable real-time international payments and are becoming increasingly important in global capital flows. Users rely on these crypto-dollar equivalents for fast, cross-border transfers, cryptocurrency trading, and DeFi applications. Demand is strong: in 2024, the transaction volume of stablecoins surpassed that of Visa and Mastercard.

Global demand for stablecoins enhances the geopolitical role of the US dollar: they are backed by liquid dollar assets and support the market for US Treasuries – Tether alone holds over USD 120 billion in Treasuries, more than Germany. The US benefits twice: from the global spread of the digital dollar and from the constant demand for government debt. The White House considers stablecoins a national priority and aims to support cross-border payments and digital financial innovation through the GENIUS Act and the promotion of private initiatives.

### 2. CLARITY Act defines responsibilities

Another cornerstone of the agenda is the Digital



Asset Market Clarity Act. This law aims to end the years of regulatory uncertainty that have stifled innovation and driven blockchain companies abroad. It clearly defines responsibilities: the CFTC will oversee spot markets for most digital assets, while the SEC will retain authority over securities-related matters.

The law calls on regulators to create efficient licensing models that enable companies to operate across borders – without excessive bureaucracy. The unique nature of decentralized finance (DeFi) – applications that operate directly on blockchain protocols without central intermediaries – is explicitly recognized, with safe harbor provisions providing temporary protection zones for innovation. The House of Representatives has already approved the bill, and the Senate will vote in August. With broad bipartisan support, the CLARITY Act is likely to take effect this summer.

### 3. Leadership in the digital capital markets

With the roadmap, the US government is positioning itself strategically as a global pace-setter for crypto regulation. The report highlights blockchain's potential for economic growth, financial inclusion, and the geopolitical strength of the United States.

And this carries weight: after all, we are talking about the world's largest economy and most important capital market. Given the document's depth and strategic clarity, it's fair to say: no other government in the world demonstrates such a well-informed understanding of the blockchain economy.

#### US banks launch digital asset offensive

The US government's realignment is being clearly felt in the financial sector. Even institutions that were previously skeptical of crypto are increasingly launching new products and services and investing in digital infrastructure. With the new regulatory frameworks, US banks are rapidly expanding their digital asset offerings with a clear strategic focus. Major institutions now offer digital asset trading and are developing their own stablecoin projects.

What was once considered a fringe phenomenon has evolved into a strategic asset class – firmly embedded in product and custody offerings.

*“Digital assets are no longer a niche – they are a top priority for institutional players. Ignoring this trend means risking the loss of clients, assets, and relevance.”*

#### Strategic signals for investors

Last but not least, a key lever in the US pivot is the regulatory opening of capital markets to digital assets. The political agenda not only provides legal certainty and institutional clarity – it positions blockchain infrastructure as an integral part of the financial system for the first time.

Clear and recently introduced SEC criteria are injecting new momentum into the ETF space: numerous applications for broader crypto exposure are still pending. Thanks to transparent, verifiable guidelines, additional approvals are expected in the coming months – bringing a significant boost and fresh capital inflows to the sector.

Bitcoin remains established as a digital reserve asset. With new investment vehicles, the tokenization of real-world assets, and the active role of banks and stablecoins, a market environment is emerging in which on-chain technology becomes operational infrastructure.

For investors, this means: those who invest early and diversify into the broader crypto sector will gain access to structural growth, technological transformation – and the next wave of digital capital markets.



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