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LATROBE VALLEY EMBRACING NEW DIGITAL CURRENCY

BUSINESS TURNS TO DIGITAL CURRENCY TO OPEN NEW DOORS DURING COVID-19

Businesses in the Latrobe Valley are turning to new ways to come through COVID-19 and Australia's newest digital currency is one of them.

Australia's QOIN (Eds; pronounced 'coin') is being taken up by businesses in Victoria's Latrobe Valley with the latest being well known and respected poodle breeder, Tracy Evans.

Tracy owns and has operated for 15 years one of Australia's leading poodle breeding facilities, Mydrn Poodles (Eds; pronounced 'My Dream Poodles') at Yallourn North in Latrobe.

Her business is one of many hit by COVID-19 restrictions, mainly because sales that hinged on interstate and overseas transport of pure bred poodles fell through due to transport restrictions.

"Like just about every other business in Latrobe, we have had to look at new ways of doing things and QOIN fits the bill for us," Tracy said.

"I like the fact that it is developed here in Australia and I understand some 5,000 merchants and small businesses will be taking QOIN by the end of June.

"Breeding poodles means we have to be able to sell internationally and I have established markets in New Zealand and the United States.

"QOIN is on track to trade internationally and I feel secure that it is headquartered in Australia."

Over the space of just two months, already around 3,000 small business merchants, including many in Victoria, are now accepting Qoin, the newest digital currency built on blockchain that offers cashless transactions.

And now Victoria is being specifically approached following research undertaken by Qoin that shows Victorian businesses and merchants are keen to get involved in digital currencies.

Qoin Australia Chief Marketing Officer Andrew Barker says, "We have done our homework in Victoria and we have a dedicated team of independent agents that are in contact with Victorian businesses.

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Qoin Association

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“The current economic climate off the back of COVID-19 has encouraged many businesspeople to open their eyes to new ways of doing business and that includes digital currency.”

Mr Barker says the time is ripe for digital currencies, like Qoin, as coronavirus has paved the way for small businesses to consider digital currencies to attract new customers and facilitate instore transactions.

“With coronavirus restrictions easing, we’re seeing consumers leaving their homes and heading back to local businesses. The small business merchants taking up Qoin are ready for this groundswell of new and returning customers.”

ENDS

About Qoin

- The Qoin Association was established in Queensland, Australia in 2019.
- The Qoin Association is a membership organisation that provides a framework for governance of the Qoin blockchain and reserve.
- The founding members of the Qoin association are Blockchain Investment Group (BCI), owner of Bartercard International (the world’s largest retail trade exchange), and One Light Charity Foundation Public Trust. One Light has been a registered charity foundation for close to 10 years, partnering with over 10,000 merchants to help combat extreme suffering in their local communities.
- Qoin has been designed to offer both business’ and consumers the opportunity to transact on a day to day basis or accumulate digital assets for potential future growth and liquidity. Through a directory based Qoin wallet, consumers are able to search, contact and transact with their favourite merchants in store and online.
- For more general information, go to www.qoin.world
- For technical information go to the Qoin White Paper located on www.qoin.world

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