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21Shares and Sui Join Forces to Expand Global Access to Sui

May 1, 2025 1 min read



Sui Foundation

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The momentum behind Sui continues to grow as [21Shares](#), one of the world's leading cryptocurrency exchange-traded product providers, has entered a strategic partnership with Sui to expand the global reach of SUI.

"Since our earliest research into Sui, we believed it could become one of the most exciting blockchains in the industry, and we're seeing that thesis play out," said Duncan Moir, President of 21Shares, who is speaking today at Sui's annual Basecamp conference. "We operate based on conviction but also investor demand, and our planned roadmap with Sui is a reflection of both."

This partnership, which will produce product collaborations, research reports, and other initiatives, highlights the growth of institutional interest in the Sui ecosystem. With impressive speed, throughput, and scalability, Sui has become a destination for real-world asset tokenization, including stablecoins and DeFi.

Global experience, U.S. expansion

Headquartered in Zurich, Switzerland, 21Shares has spent years building out a robust suite of digital asset services in Europe and is now increasingly focused on the U.S. market.

“Partnering with Sui enables us to where we see the future of blockchain infrastructure heading,” said

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crypto for a long time.

Scalable blockchain infrastructure designed for consumers and institutions alike

Sui is a high-performance, secure Layer-1 blockchain developed by former Meta engineers, designed for mass adoption through its object-centric architecture. Its ability to execute transactions in parallel with sub-second finality delivers unmatched speed and scalability, while maintaining a developer-friendly and intuitive user experience.

Sui’s infrastructure powers consumer-facing products like the recently launched [SuiPlayOX1](#) gaming console, and simplifies onboarding through features like zkLogin, which enable gasless transactions to entice mainstream users. Sui also supports institutional-grade applications, including Ondo’s tokenized treasuries and ATHEX’s onchain fundraising platform for Greece’s stock exchange. By bridging Web2-like familiarity with Web3 functionality, Sui is built to serve both everyday users and enterprises alike.

“Sui was designed to become the global coordination layer for digital assets,” said Kevin Boon, President at Mysten Labs, the original contributor to Sui. “21Shares sees value in that work and is committed to making the ecosystem more accessible throughout the world.”



Author

Sui Foundation

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