



Leading the Market in Taiwan With MasterPass Launch

Our team in Taiwan has collaborated with the top five banks in the market and leading ecommerce platforms to launch MasterPass in the country. Partners include CTBC Bank, Cathay United Bank, E. Sun Bank, Taishin International Bank and Taipei Fubon Bank, as well as e-tailers momo Shop, 17 Life, Lion Travel, OB Design and Neweb Technologies.

At the launch, Vicky Bindra, president of Asia Pacific and Global Accounts, acknowledged that “consumers in Asia Pacific will soon spend more on e-commerce purchases than those in North America, making it the largest e-commerce market in the world. Our vision for MasterPass is broad – and goes beyond the digital wallet. As the MasterPass platform evolves, we will offer payment services that enable some checkouts via mobile NFC and ‘in-store remote’ technologies.”

Eva Chen, head of Taiwan, reflects on the boom in online businesses in Taiwan. According to MasterCard’s Online Shopping study, close to 90 percent of Taiwanese consumers aged 18-64 made at least one online purchase in their last three months of shopping. In addition, our launch partners in Taiwan see the value in providing MasterPass service to their consumers.

MasterPass is poised to provide a better checkout experience to consumers with greater ease and confidence and online business operational efficiencies for our partners in Taiwan.

Also at the launch, Raj Dhamodharan, head of Emerging Payment Asia Pacific, received lots of interest and questions from the Taiwan media keen to know more.