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in the news

Value Partners on the outlook of micro-payment technology development

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ENGLISH SUMMARY

Value Partners believes that there is market demand for the new micro-payment technology. However it must be designed to meet the specific needs of vendors and consumers. In addition, a successful micro-payment operator must be able to tackle a variety of operational and financial problems under the existing market conditions.

There are several elements that are crucial to the success of micro-payments in China, starting from the necessity of offering business models that match the type of products and consumers, while designing a cost-effective solution and providing an easy-to-use payment system.

Moreover, a rapidly expanding user base would contribute to the development of micro-payments, together with an attention towards compliance requirements with various industry regulatory standards, integration of payment data, user information and transaction data.

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