



# Chinese Payments #smcakl CRASH COURSE

## To Start:

- Who
- What (In New Zealand)
- How (In New Zealand)

## To Close:

- Why Is Payment & Marketing So Intertwined In China?





Who



OPEN

10:09:00

*CLOSED*

# 2016 Chinese E-commerce Transactions Breakdown

credit cards

12%



e-wallets &

banks

88%



697 million



WeChat Pay



JD PAY

50 million

amazon.com

350 million




支付宝  
ALIPAY



ONLINE  
BANKING

600 million





**“Its not about the payment, its  
about the data collected at  
time of payment”**

**And how you use that data**





**“Payment as an  
experience”**



# What (New Zealand)



# Cross Border



**Consumer**



**Western Business**

# How (New Zealand)



- 
- Invoicing
  - Cross Border e-commerce
  - Physical Stores

# Invoice Platform

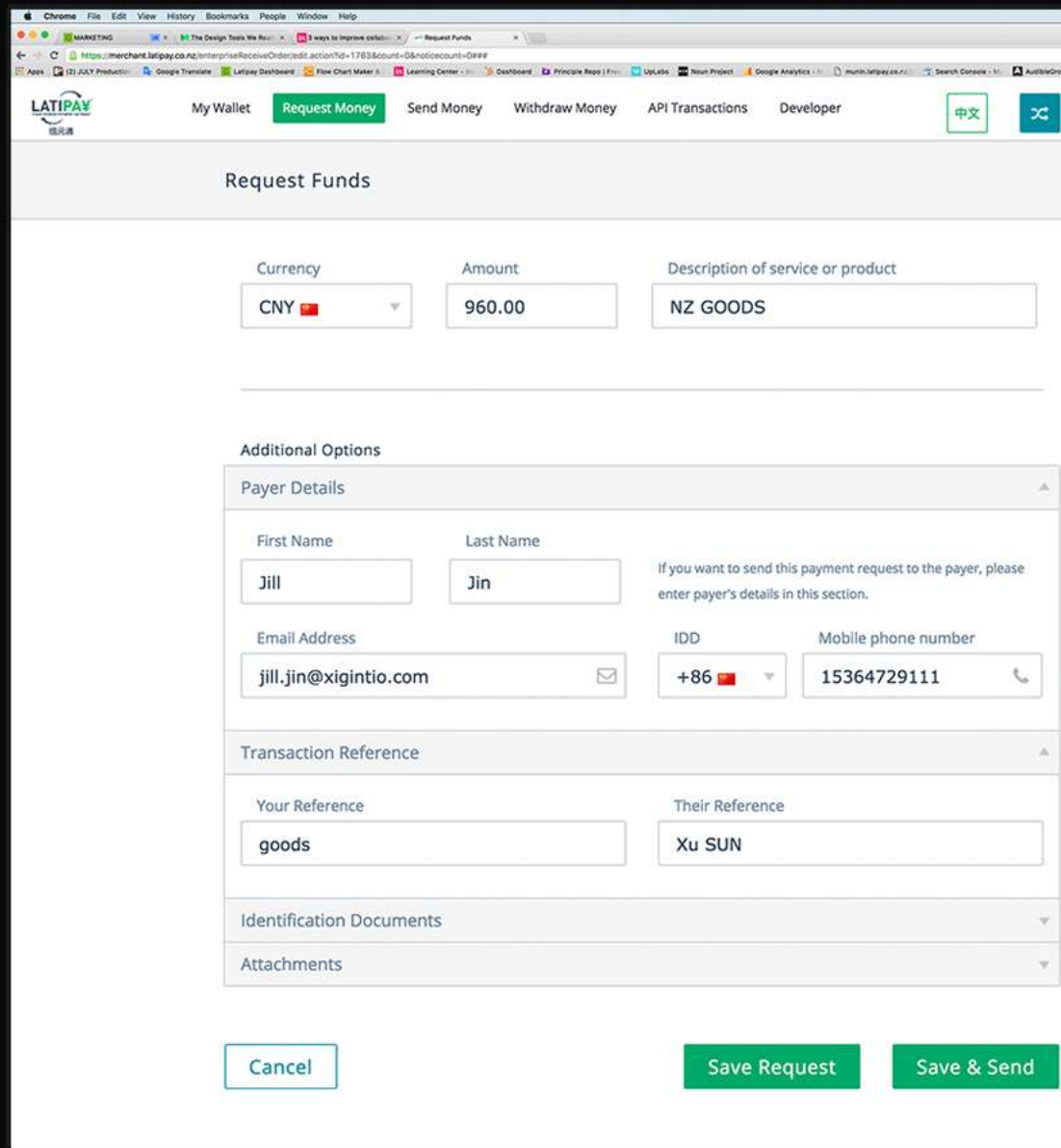
The payment request is as easy as sending an email, your clients can pay CNY, and you receive NZD. Use our S.A.F.E & AML monitored channel for all your payment request needs.

## TICKET SIZE OF TRANSACTIONS

With an assortment of payment gateway options, LatiPay can operate without restriction for transactions made within the approved channels.

## FAST PAYMENT PROCESSING

All payments are instantly credited to your account, with cross-border transfer available for withdrawal within 24 hours\* of payment in CNY.



Chrome File Edit View History Bookmarks People Window Help

MARKETING | The Design Tools We Re... | 3 ways to improve celeb... | Request Funds

https://merchant.latipay.co.nz/enterprise/ReceiveOrderCredit.action?id=1763&count=0&noicecount=0&##

Abes | ITI JUY Production | Google Translate | Latipay Dashboard | Flow Chart Maker | Learning Center | Dashboard | Principle Repor | F... | UPLabo | Noun Project | Google Analytics | Search Console | Audit

LATIPAY 纽元通

My Wallet Request Money Send Money Withdraw Money API Transactions Developer 中文

### Request Funds

Currency: CNY Amount: 960.00 Description of service or product: NZ GOODS

#### Additional Options

Payer Details

First Name: Jill Last Name: Jin  
If you want to send this payment request to the payer, please enter payer's details in this section.

Email Address: jill.jin@xigintio.com IDD: +86 Mobile phone number: 15364729111

Transaction Reference

Your Reference: goods Their Reference: Xu SUN

Identification Documents

Attachments

Cancel Save Request Save & Send

# API - Online E-Commerce Payments

Accept Chinese Yuan via your online store and access the worlds largest customer base.

## PLATFORM INTEGRATION

LatiPay API connects with a range of extensions.

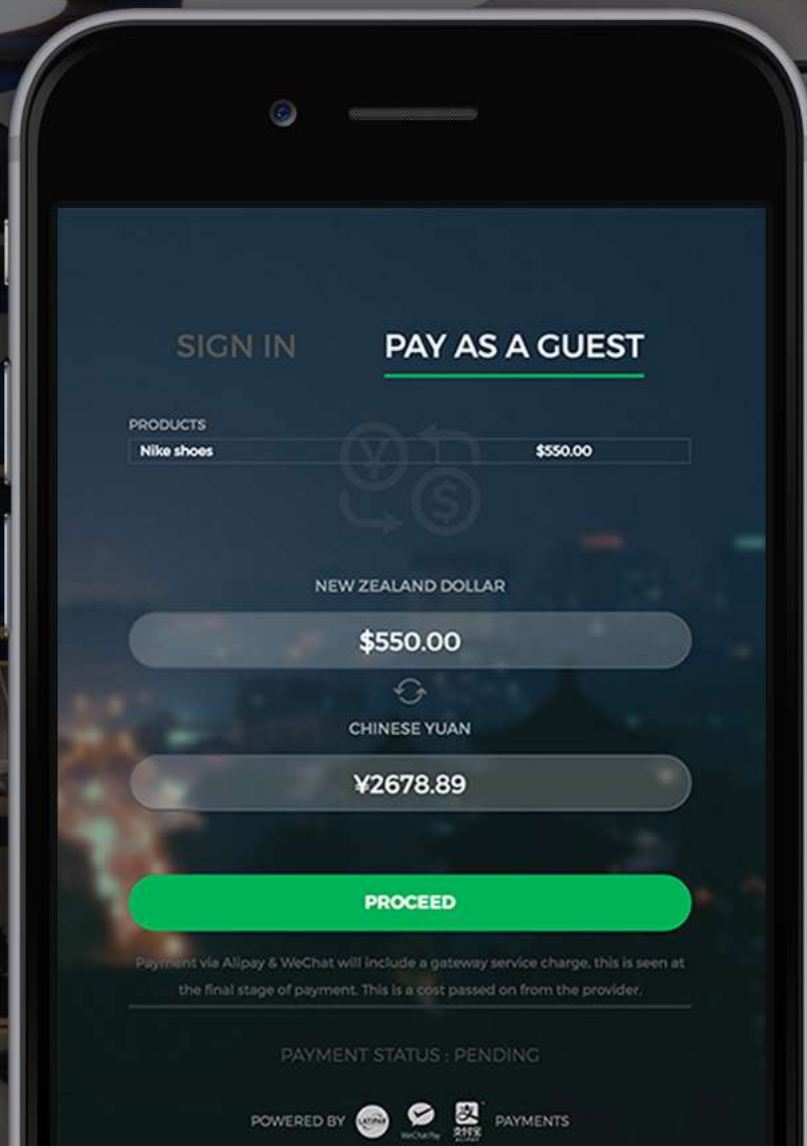


+ CUSTOM  
EXTENSIONS

## SIMPLICITY

Accept payments from WeChat, Alipay, JDPay, 19 Online Banks directly through your website.

Available







## Shipping Address

Leigh Flounders  
28 Garnet Road, Auckland  
Auckland,  
New Zealand 1022

## Payment Options

Please choose how you would like to pay



Pay In CNY



微信支付



支付宝



京东支付



网银支付



Credit Card



Quantity:

3

Price:

\$ 174.29

UMF 5+ 500g Manuka Honey - Buy  
3 jars for the price of 2

Cart subtotal

\$ 174.29

Delivery

~~\$ 5.00~~

Free freight NZ

0.00

Total discounts

-\$ 58.10

**TOTAL**

**\$ 116.20**

Included tax

\$ 15.16

PLACE ORDER



SIGN IN

PAY AS A GUEST

HOW WOULD YOU LIKE TO PAY?



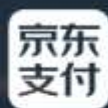
微信支付



ONLINE  
BANKING



支付宝  
ALIPAY



京东  
支付  
JD PAY

CONFIRM

BACK

For payments in CNY, the following browsers are supported - 360 Explorer /  
Maxthon Explorer / Sogou Explorer / Internet Explorer v10 and lower  
Payment via Alipay, WeChat & Jdpay will include a gateway service charge, this is  
shown at the final stage of payment. This is a cost passed on from the provider.

PAYMENT STATUS : PENDING

POWERED BY     PAYMENTS



WeChat Pay



**\$ 116.20**

E0124217

NO: 20161025-M00000855-E0124217

System detected you currently are using a desktop browser  
Please open the phone, using WeChat scan qr code, open interface  
for payment

Please complete the transaction within 15 minutes

PAYMENT STATUS : PENDING

POWERED BY     PAYMENTS

**LATIPAY**  
YOUR CHINESE PAYMENT GATEWAY

纽元通

# Spot Payment

Drive your over-the-counter transactions with WeChat/LatiPay solution. Cross Selling and Up Selling becomes easier when the environment is known and trusted by the user.

## QUICK PAYMENT

Enter the amount, add payment reference, payer scans with their WeChat account, Payment complete. That simple!

## GREAT CUSTOMER EXPERIENCE

Chinese travellers app of choice is WeChat, with 465m monthly active users, messaging and making payments from within the app.

Available    



微信支付

¥1996.14

¥ > \$



扫码付款

# Chinese Students and Travellers With WeChat in NZ.



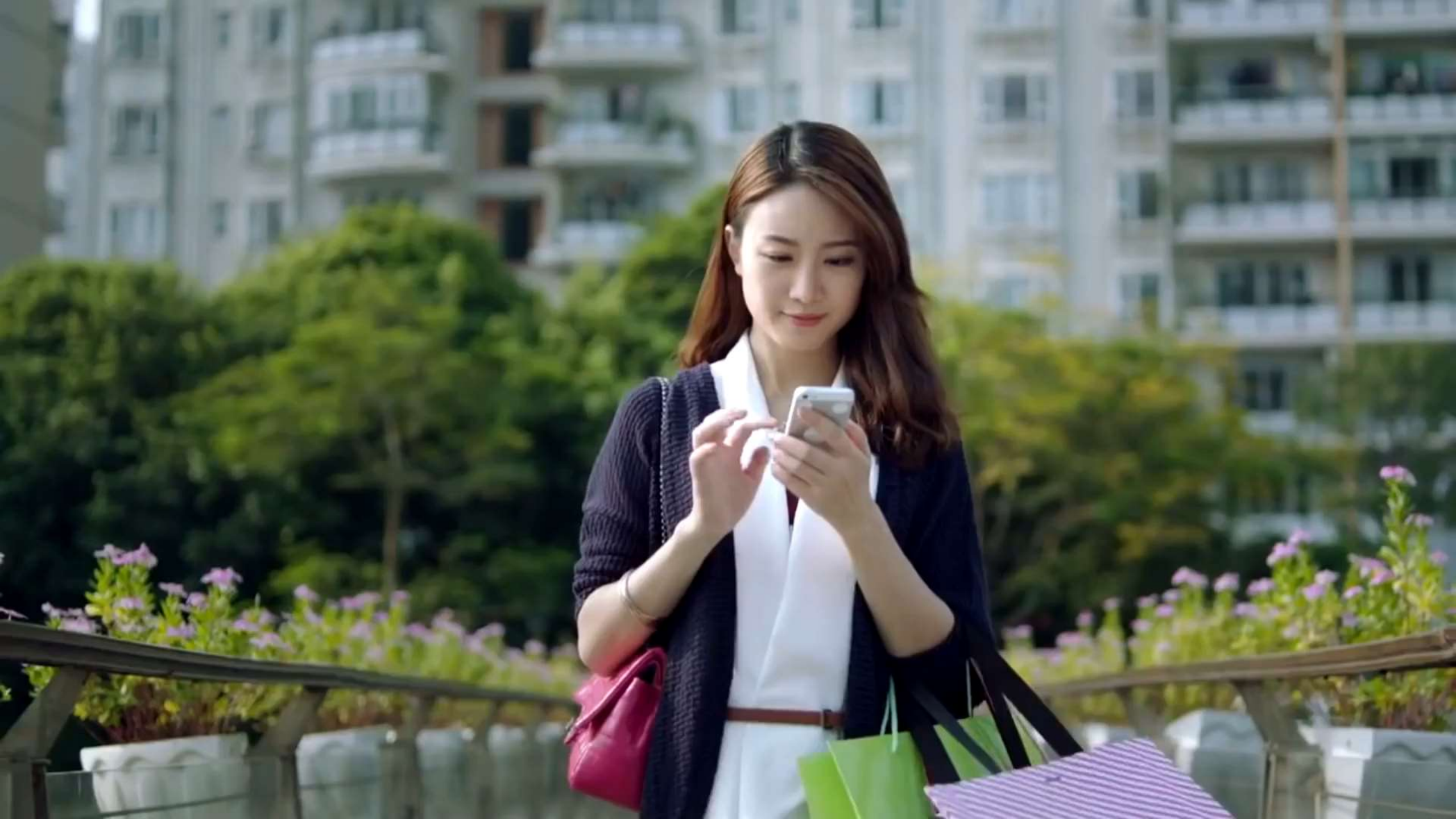
WeChat  
91%



# Why Is Payment & Marketing So Intertwined In China?

**Chinese consumers embrace  
mobile and experiential payment.**

**There is a blurring of boundaries between  
online & offline / physical & digital.**



# THANK YOU #smcakl

