Bringing the QR-code to Canada:
The Rise of AliPay and WeChat Pay in Canadian e-commerce Markets
Overview of Presentation

Key Themes: Chinese Startup culture, The QR-Code system vs. NFC Technology, Canadian-China Fintech relations

Market penetration is slowly shifting to include Alibaba’s ‘AliPay’ and Tencent’s ‘WeChatPay’ here in Canada

Research Question: how is Chinese fintech being implemented in Canada? To what extent will this fintech technology permeate and manifest in Canadian markets?
Background

1. What is the QR-Code?

2. Digital Payment in the People’s Republic of China: Unicorn companies and e-commerce mobile platforms

3. Financial technology in Canada
   - NFC
   - POS

4. Can we introduce a new financial paradigm to a credit based system?
Grow your business with the world's most popular payment solutions

Fast, secure and convenient payment done with a snap.

Learn how
Key Research Questions:

● How is Chinese fintech being implemented in Canada?
● To what extent will this fintech permeate and manifest in Canadian markets?
Research Question: How is Chinese fintech being implemented in Canada?

Project objective

Field Research: Implementing WeChat Pay and AliPay in Vancouver

- Industries: Education, Retail, G&S
- Financial drawbacks of country to country business
- Market driven opportunity for more sophisticated spending systems for Canadians
Research Question: How will this fintech permeate and manifest in Canadian markets?

Analysis and Conclusion

- Opportunity for Canadian companies to utilize the system to access the Chinese mobile user base
- Opportunity for Canadians to participate in a faster digital paradigm
- Limited to only users with Bank accounts in China

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<th>Combined Daily Active Users</th>
<th>China Mobile Digital Payments</th>
<th>Canada Mobile Digital Payments</th>
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<tr>
<td>1.5 Billion</td>
<td>68% users</td>
<td>31.8% Contactless Transaction increased in Canada</td>
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<tr>
<td>AliPay and WeChat Pay</td>
<td>50% of payments are done through AliPay</td>
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Discussion Questions:

- The opportunity for digital disruption has arrived in the fintech world, how can Canada take this opportunity to benefit from this?
- How can we shape policy to adapt to this digital disruption?
- Is there an exclusionary component to WeChat and AliPay?
Thank You.