



支付宝
ALIPAY

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

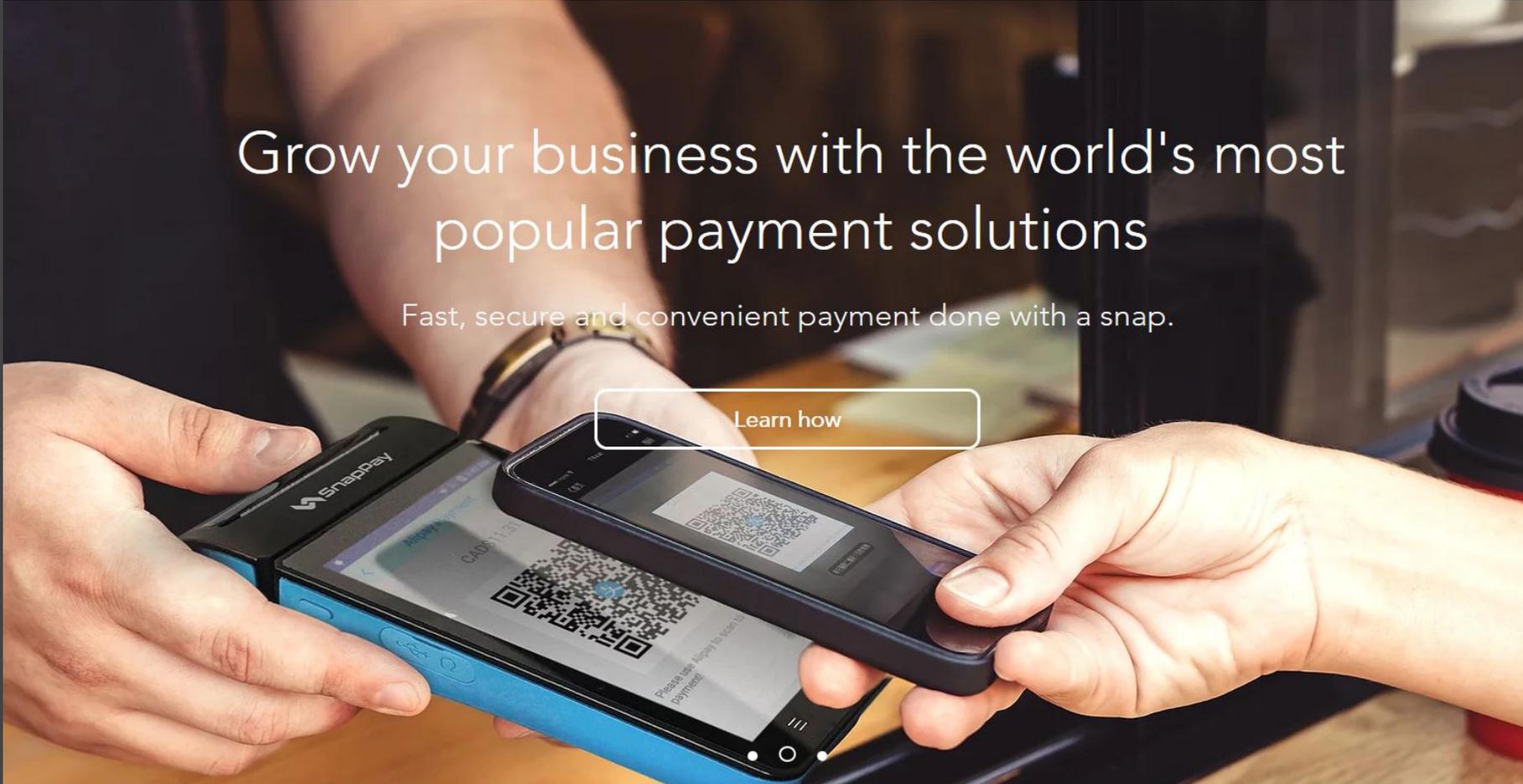
- NFC
- POS

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



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

Combined Daily Active Users

1.5 Billion

AliPay and WeChat Pay

China Mobile Digital Payments

68% users

50% of payments are done through AliPay

Canada Mobile Digital Payments

31.8% ↑

Contactless Transaction increased in Canada



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.

