

## iPay88, PayPal to ease eMerchants trading

**KUALA LUMPUR:** iPay88 Sdn Bhd has collaborated with PayPal to ease cross-border trading and payment for iPay88's existing base of close to 10,000 local eMerchants.

In a joint statement yesterday, iPay88 said the collaboration would allow eMerchants, which included small and medium enterprises (SMEs) and large conglomerates, to register with PayPal and enable them to sell their goods and services cross-border.

"It will also enable them to leverage on PayPal's 184 million active accounts in over 200 markets to extend their reach and go where the demand is, without the costs of traditional geographical-expansion.

"We chose to collaborate with PayPal to provide greater value to Malaysian eCommerce businesses where they will have access to the global marketplace," said iPay88's executive director K.L. Chan.

Meanwhile, PayPal Southeast Asia general manager Rahul Shinghal said local businesses can better understand where the growth opportunities would be, build a strong trust relationship and become increasingly mobile. **Bernama**