

Paypal now available for iPay88 merchants

By *Retail Redaction* on 30/06/2016



Malaysian online payment service **iPay88** has entered a collaboration with online payment company **PayPal** to promote and support cross-border trade for iPay88 merchants.

For small businesses in particular, cross-border eCommerce provides a chance to sell to the world, and iPay88 believes the collaboration will enable its merchants to leverage PayPal's 184 million active accounts and presence in more than 200 markets.



Executive director KL Chan says iPay88 has nearly 10,000 e-merchants, including SMEs and conglomerates, but there is also a large, untapped market of businesses and companies still considering moving into eCommerce. "This collaboration with PayPal is timely as it will help capture this market effectively by offering both online banking and credit-card payment options."

Merchants signing up for a PayPal account can now do so through iPay88. Approvals will be sent to merchants within three working days. Aside from the quick sign-up process, iPay88's online merchants will also be able to benefit from PayPal's multi-currency checkout.

Chan estimates the collaboration will drive extra revenue for iPay88 in 12 months.

"It has always been a challenge for businesses, especially small ones, to expand and sell overseas," says PayPal Southeast Asia GM Rahul Shinghal. "PayPal is committed to helping them grow by leveraging the power of eCommerce, which gives them a level playing field when competing with larger export houses."

A subsidiary of [NTT Data Corporation](#), iPay88 was set up in Kuala Lumpur in 2006 and has an established presence in Indonesia, Singapore, Thailand, the Philippines and Vietnam.