

## **iPay88 Partners PayPal To Ease Cross-Border Trading For Malaysian Businesses**

KUALA LUMPUR, June 28 (Bernama) -- iPay88 Sdn Bhd, a subsidiary of NTT Data Group, 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 Tuesday, iPay88 said the collaboration would allow eMerchants, which included small and medium enterprises (SME) 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 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 geo-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 KL Chan.

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

"This will provide them with the opportunity to tap current trends, attract global consumers and become competitive players in the marketplace," he added.

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