

Limonetik partners with Alipay to enhance European payment options for Chinese consumers

Alipay's integration with Limonetik will extend the reach of the Alipay payment method in the European market allowing Chinese consumers more options via Alipay

PARIS, FRANCE, February 16, 2015 /EINPresswire.com/ -- Alipay.com Co., Ltd. ("Alipay"), China's leading online payment service provider, is partnering with [Limonetik](http://Limonetik.com), a leading European ecommerce payment platform, to offer online European merchants streamlined access to Chinese consumers via online payments.

With its unique and innovative approach, Limonetik provides a "one stop" shopping payment solution - an online enriched payment platform (PaaS), connecting Payment Methods to e-Merchants (directly or through their PSP). Acting as a MiddleWare, the Limonetik payment platform helps payment methods to accelerate their deployment on to e-commerce Websites.



According to iResearch, Alipay ranked first place in China's online payment market, representing the largest share of 49.2% in Gross Merchandise Volume in China's third-party online payment sector in the third quarter of 2014. Alipay offers payment for transactions on Alibaba Group's marketplaces as well as to third parties in China.



Via Limonetik, Alipay can further deploy its payment method solution to European merchants and our clients can accelerate their worldwide development offering products & services to Chinese consumers"

*Christophe Bourbier,
Chairman & Co-Founder,
Limonetik*

"We know that Chinese consumers are traveling overseas more frequently and, as a result, want to buy those unique items that they see on their travels even after they get back home," explains Jack Ehlers, European Business Development Director at Alipay. "By partnering with Limonetik, Chinese consumers have more options for payment on international websites and international online merchants can develop their business in China."

Only recently, the Chinese Ministry of Commerce announced

that [China's E-commerce transactions](#) reached 13 trillion yuan (\$2.08 trillion) last year. China has now 642 million active Internet users, representing 47 percent of the country's population, as well as 565 million mobile Internet users, or 41 percent of the population.



Innovative by nature, the Limonetik payment platform consists of an interface between all and any Alternative Payment Method (APM) and the 'Back-Office' of the e-Merchant. Masking the complexity of payments on the Internet, Limonetik allows the various Payment Methods to be used seamlessly, even the most recent and innovative ones, without impacting e-Merchants' infrastructure or operations in any way.

"We are very pleased to announce that Alipay is a new payment method in our catalogue. Our unique One Stop Technical Solution is the answer to accelerate business. By offering Alipay, we 'play' our facilitator role. Via Limonetik, Alipay can further deploy its payment method solution to European merchants and our e-Merchants and clients can accelerate their worldwide development offering their products and services to Chinese consumers," announces Christophe Bourbier Chairman and co-founder of Limonetik.

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