



## FOR IMMEDIATE RELEASE

### Payvision's annual report reveals cross-border ecommerce trends in 2017

*With online marketplaces and consumer technology leading the way for growth*

Amsterdam, The Netherlands – October 19, 2017 – Payvision, global acquirer and data-driven omnichannel solutions provider, has published the findings of its [fifth annual cross-border ecommerce research report](#), in collaboration with Juniper Research. The paper includes the results of a global survey of various industry players regarding the game-changers, the biggest challenges, the best practices for going cross-border, and much more. When compared to last year's findings, the report reveals a new and exciting context for global cross-border trade. The compound annual growth rate predicted for the next three years for cross-border ecommerce is now 17%, whereas it stands at just 12% for ecommerce overall. Also, over the past 12 months, merchants' attitudes towards cross-border ecommerce have become more positive, with 50% of respondents agreeing and 31% strongly agreeing that cross-border ecommerce is profitable.

If last year mobile commerce was considered to be the biggest cross-border ecommerce growth factor, this year the main driver merchants pointed out was the accelerated development of online marketplaces. **39% of the world's entire ecommerce market will be controlled by marketplaces by 2020.** However, the research also discusses a few regulatory items introduced by the European Union that pose major challenges, specifically for international marketplaces. More precisely, the new [Payment Services Directive \(PSD2\)](#) to be introduced from January 2018, requires all merchants operating under a marketplace business model to acquire a payment institution license. The costs and efforts attributed to getting such license will have a massive impact on the business activity of merchants, and the most preferred solution is to partner with a compliant solution provider.

*"Acting as a link between buyers and sellers, online marketplaces have created an incomparable level of security and usability for the involved parties that better support merchants in their international expansion." said Cheng Liem Li, CCO, Payvision Group. "However, these operators are currently confronted with regulatory changes predicted to severely impact their business. We are well-equipped to take away the regulatory complexity with [SlicePay](#), our PSD2 compliant payment solution, and enable the marketplace to focus on growing their business across many regions and reaching new consumers."*

Furthermore, the latest **consumer technology** trends such as VR/AR, data science, blockchain technology, artificial intelligence and machine learning together with the Internet of Things (IoT), enable merchants to reach their cross-border customers in a way that was never possible before. Consumers have higher expectations in terms of shopping experience, pushing merchants to constantly reinvent their ecommerce strategies.

Another paper highlight is the comparison between the latest **business and geopolitics** developments having a massive impact on global cross-border trade. While the UK and the US appear to be looking inward due to great political disruptions such as Brexit and the Trump presidency, China is taking the lead in globalization, heavily investing in the revolutionary One Belt, One Road (OBOR) trade route, which will connect 62% of the world's population.



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The white paper [Key Business Drivers and Opportunities in Cross-border Ecommerce 2017](#) brings together in-depth insights into all these issues and the most up-to-date ecommerce statistics in every major region worldwide, being the most comprehensive and largest report of its kind. Download your free copy [here](#).

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### About Payvision

Awarded Best Acquirer at MPE Berlin 2016 and Best Merchant Acquirer/Processor at the 2015 Payments Awards, [Payvision](#) is one of the fastest-growing global acquiring networks in the world. In the last decade, Payvision has independently built an international acquiring network connecting banks, PSPs, ISOs and their global merchants in the US, Europe, Asia and the Pacific. Payvision simplifies the complexity of cross-border ecommerce through a single, highly secure payment processing platform for all transactions processed worldwide, with domestic processing, a high-end reporting interface, and a solid risk management solution.

Together with its subsidiary company, [Acapture](#), Payvision, was awarded [Best PSP at the 2017 MPE Awards](#) in Berlin. The two companies form Payvision Group and combine the experience of an industry leader and the flexibility and speed of a start-up, becoming a data-driven omnichannel enterprise. Payvision and Acapture maximize the revenues of merchants and help them grow their business globally through a data-driven omnichannel approach, a complete and reliable payment platform. Acapture's system features [SlicePay](#) for simplified allocation of funds to multiple parties from a single transaction, data science management for improved authorization rates, a one-day integration using one RESTful API, flexible, consolidated reporting, a streamlined reconciliation process, and the ability to handle 80+ of the most popular alternative payment methods and 160+ transaction currencies.

Payvision is headquartered in Amsterdam and, over the past decade, the company has expanded its geographical footprint in over 40 countries with offices in New York, Utah, Madrid, London, Toronto, Singapore, Tokyo, Hong Kong and Macau. For more information about Payvision, please visit [www.payvision.com](http://www.payvision.com) and follow us on: [Twitter](#) @payvision, [LinkedIn](#), [Facebook](#), [YouTube](#), and [Corporate blog](#).

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