

CEE region accounts for two-thirds of new cards issued in Europe

SMi invites you to join a list of renowned industry speakers at the 9th annual CEE and CIS Card Markets and Future Payments Solutions conference

LONDON, NOT APPLICABLE, UNITED KINGDOM, March 4, 2014

/EINPresswire.com/ -- "Competition among banks to gain new customers and campaigns to replace low-value cash transactions with card payments have driven significant increases in card issuance and use in Europe. A 20 percent rise in the number of cards in circulation between 2008 and 2012 (to a total of 1.4 billion) was surpassed by a 40 percent increase in payments over the same period, as consumers used their cards more frequently for everyday purchases.



According to a new study from RBR, "Payment Cards Issuing and Acquiring Europe 2014." Central and Eastern Europe accounted for two-thirds of new cards across the region between 2008 and 2012, with the number of cards in Russia alone doubling to 240 million.

Debit cards make up the largest proportion of the European card base, but growth was also spurred by a massive increase in the number of prepaid products, particularly in Russia and Italy.

According to the RBR study, the desire to migrate some of the huge volume of low-value cash payments to cards has also led to the issuance of contactless cards, although the implementation of contactless technology varies widely between countries. Countries with large contactless card bases include Poland and Turkey, while a number of markets — in both CEE and Western Europe — have no such cards at all or are in the early stages of issuance, according to RBR.

In terms of card acceptance, Western Europe has a more developed infrastructure and accounts for by far the highest proportion of terminals in the region. Recent growth in CEE has been very

strong (17 percent increase in number of terminals in 2012 vs. 7 percent in western Europe), boosted in some markets by recent legislation encouraging card payments in order to reduce non-declared income among merchants." - "Card issuance, use on the rise in Europe", ATM Marketplace

Against this backdrop SMi invites you to join a list of renowned industry speakers at the 9th annual [CEE and CIS Card Markets](#) and Future Payments Solutions conference and gain a comprehensive understanding of market and technology developments for the card services and payment solutions sector in the CEE/CIS region by hearing from experienced product, strategy, and innovation leaders giving presentations on the following:

1. How to mature consumers from cash to greater card usage
2. Delivering the appropriate technology for urban and rural populations
3. Advances in CEE/CIS m-payment and m-commerce programmes
4. Overcoming challenges related to internet access and payment terminal uptake
5. Consumer insight and research: implementing the right marketing strategy for your product offerings

For more information on the programme and speakers please visit our [website](#)

Andrew Gibbons
+44(0) 207 827 6156
[email us here](#)
SMi Group

This press release can be viewed online at: <https://www.einpresswire.com/article/193419253>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.