



Limonetik are a new member of Gx, the UK membership and research organisation specialising in emerging payments

Limonetik announce today that they have joined the major UK association of emerging payments

PARIS, FRANCE, August 26, 2014 /EINPresswire.com/ -- The payments industry is fast-moving and its future is a complex world. In each country citizens have different habits. In Italy, payment by cash is

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Christophe Bourbier, CEO of Limonetik

common but in Sweden cash payments represent only 3% of total transactions; in France, people can use prepaid paper checks to pay for holidays, restaurants, etc. In Germany, you find Yapital, a cashless cross-channel payment solution or Sofort, to make online shopping payments by transfer...

“Gx membership gives us many opportunities” announces Christophe Bourbier, Chairman of [Limonetik](#). “First of all, Gx is a fantastic place to meet the right people in the right environment, share points of view with them, and better understand strategic issues and impacts in Northern Europe”.

With the evolution of digital media and social networking, traditional sales and marketing techniques are increasingly ineffective. Since 2004, Gx has been helping companies achieve their business objectives. “One of our current challenges is our International development. The Gx team is so enthusiastic, professional and determinate that we absolutely wanted to join their Network to reach our target faster” continues Christophe Bourbier. “With the Gx membership we can access to prospects, analysts, partners, distributors and competitors too. We are engaged in a community to learn and Network with the movers and shakers of the emerging payments sector.”

“At Gx, we stimulate the market by delivering thought-provoking insight and opinion, bringing key players together by providing introductions and networking opportunities, and sharing innovation through our high-quality niche events” said Tony Craddock, CEO and Founder of Gx. “We are very pleased to welcome Limonetik, a very innovative company, as a new member. Their team is very dynamic and has the passion for payments industry. It is important for Gx to welcome new members who bring their stone to our complex sector and contribute to get a smarter approach to payments.”

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