

Banco Bilbao Vizcaya Argentaria SA in Financial Cards and Payments (Spain)

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Abstracts

BBVA's strategy in terms of the Spanish consumer finance industry is to continue diversifying its business and achieving growth at domestic level, which was seen in its recent acquisition of Catalunya Banc, as well as at global level. BBVA is already present in more than 30 countries and has more than 53 million customers around the world, mainly in Latin America. Along with this diversification and its global approach to growth, BBVA is also focusing on innovation in technology, developing new...

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