

Bangkok Bank PCL in Financial Cards and Payments (Thailand)

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Abstracts

In 2014- 2015, Bangkok Bank will focus on both financial cards and consumer lending. Within cards, Bangkok Bank aims to encourage current card holders to replace their cards with the Be1st EMV smart card to enhance card security and improve services to consumers. The Be1st was developed with EMV chip to provide high security including making it very difficult to copy. The Be1st smart cards were introduced in both debit cards and credit cards. In terms of consumer lending, Bangkok Bank aims to...

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