

Caixa Geral de Depósitos, Grupo in Financial Cards and Payments (Portugal)

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Abstracts

In the highly competitive consumer finance market Grupo Caixa Geral de Depósitos is expected to maintain its lead over the forecast period by continuing to invest in new products, and in its image of financial strength, trying to attract savings and diversify sources of liquidity, particularly amongst international markets. At the same time, the company is expected to direct efforts towards the reinforcement of its position in the corporate channel, especially through the development of new...

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