

Desjardins Group in Financial Cards and Payments (Canada)

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Abstracts

Desjardins Group has a strong base in the province of Quebec with half of the total share in Quebec. It is seeking further penetration into Ontario, British Columbia and other markets outside Quebec, and trade sources indicate the company is aiming to be in the top five banks list in Canada. Thus, in 2013 the company signed a partnership agreement with the BC based credit union Coast Capital and acquired 40% interest in Qtrade Financial Group providing wealth management services to credit...

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