

# Groupement des Cartes Bancaires in Financial Cards and Payments (France)

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## Abstracts

Groupement des Cartes Bancaires is the leading operator of financial cards and the bank intends to hold its position by remaining at the leading edge of technology while continuing to deliver a high level of security on the interbank network between its members. The company has invested heavily in contactless cards in recent years and it uses various promotional and advertising campaigns in an attempt to convince consumers to use contactless payment methods. The company has also recently...

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