

Seamless Cross-Border Payments

for Canadian Customers

A pioneering collaboration between Citi, CIBC, Simplii Financial (CIBC's direct banking brand) and Alipay is opening up a new world for Canadian residents and vastly improving the experience for remitters and beneficiaries.

Trusted banking partner

More than two million Canadians identify as Chinese and many send money transfers back to China, forming a nucleus of banking customers that need access to cross-border remittance services.

To offer a good client experience, CIBC and Simplii turned to their trusted banking partner Citi, via its Treasury and Trade Solutions (TTS) business. Citi leveraged its position as a leading global bank, with more than 200 million customers in over 160 countries and jurisdictions, to find a way to smooth those capital flows.

Citi's answer was to bring CIBC together with Alipay, a leading digital wallet that serves more than a billion users in China. By leveraging their existing relationship with Citi, as well as Citi's relationship with Alipay, CIBC enabled their customers to make transfers directly from their Simplii or CIBC bank accounts to friends and family with an Alipay mobile wallet – in real time with no transfer fees.

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– Debopama Sen

*Global Head of Payments
Treasury and Trade Solutions, Citi*

1 CIBC is the first big bank in Canada to allow their clients to send money directly to Alipay wallet in China. CIBC or Simplii clients can now seamlessly remit funds to their family in China almost instantaneously and round the clock. By comparison, traditional wires can take one to two days and may only be available at specific times of the day.

2 Through a collaboration with Citi's WorldLink® cross-border payments solution and digital wallet Alipay, CIBC (as Citi's client) and Simplii are tapping into a vast new market in China.

3 Citi's WorldLink solution enables CIBC and Simplii to harness Citi's global network, which increases the speed of payments and improves transparency. It also provides a single point of access to multiple payment methods in more than 130 currencies, including Chinese Yuan through the Alipay collaboration.

The relationship creates a seamless experience for the remitter, with the transaction facilitated by Citi's WorldLink cross-border payments solution. WorldLink provides a single point of access to multiple payment methods in more than 130 currencies, including Chinese Yuan, through the Alipay collaboration. This makes the payments both simple and secure, with all transactions protected by sophisticated encryption technologies, access restrictions and authentication procedures.

"We are privileged to be supporting fast and efficient remittances into China via our direct integration with Alipay," says Debopama Sen, Global Head of Payments, Treasury and Trade Solutions, Citi. "Citi's continued focus on building the future of cross-border payments, from cross-border instant payments to payments via digital wallets and card networks is enabling our financial institution clients to achieve digital transformation and thrive in an increasingly competitive landscape."

The collaboration is anticipated to yield substantial benefits for CIBC and Simplii, expanding the range of faster and more efficient alternative payment methods available to clients. Globally, alternative methods have increased in popularity, with digital wallet transactions projected to exceed \$12 trillion in 2026, up from \$7.5 trillion in 2022, as more people leave their cards at home.¹

Not only does the Alipay relationship with Citi help CIBC and Simplii target younger clients who are demanding more flexible and faster digital payment options, it also accelerates CIBC's global expansion.

"With help from Citi, we're breaking down the barriers that can make remittances a costly waiting game. Our focus on innovation in this space is helping us win in key segments by enhancing client experiences and further diversifying our business" says Jimmy Dinh, Managing Director, Direct Financial Services, CIBC Capital Markets.

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Managing Director
Direct Financial Services
CIBC Capital Markets, Citi

¹ Juniper Research: Digital Wallets: The Catalyst for a New Payments Ecosystem, May 2022.

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