



BCEL Participated in Lao Food Festival and introduced Cash Less Payment

“be Full and Satisfied with OnePay ”

At Anouvong Park, Vientiane, dated on 28th January 2020

BCEL shared an experience of Cashless Society with a slogan “be Full and Satisfied with OnePay” at the Lao Food Festival to increase payment capacity, sales and services for small stores and to enable buyers and sellers experience. The highlights of the event were not only the fascinating of Lao food from all over the country which had a unique taste, but also the installation of QR Code payment or One Pay service at almost 200 booths to meet the need of the customers in the era of the Digital Society.



Moreover, BCEL also facilitated the payment from Chinese customers by providing the payment via WeChat Pay and Alipay and QR Code UPI due to those channels were highly demanded payment by the customers in China for purchasing the goods and services. This service has enhanced merchants’ knowledge on digital payment channels which is fast, secured and convenient for the customers.

The payment via OnePay was demonstrated in this festival which aimed to introduce the QR Code payments to the right targeted merchants and users who participated in the festival to witness the convenience, secured payment, time-saving and low cost while the merchants were also convenient and no need to prepare for small banknotes for changing. Moreover, the stores can accept payment via WeChat Pay and Alipay and QR Code UPI from Chinese tourists and this application has been popular among Chinese. The stores can also get use to electric payment which is in constant with BCEL’s goal to promote the stores for accepting payment via QR Code to increase business opportunity.



There were many activities in the festival, especially food competition to pick the most delicious and unique Lao food. Dark chicken soup with herbal root of Hmong tribe from Xaysomboun Province won the award in this competition. The event also invited the guests to taste various Lao food from all regions of Laos and to enjoy buying goods as souvenir via OnePay payment. The guests and the stores also enjoyed spending with OnePay service and received gifts from BCEL. BCEL had the booth at the festival to customers to register BCEL One accounts and to pay via OnePay and many more services available for customers.

BCEL's products and service at the festival received the positive feedback from the guests and the service has met the need of the customers. The festival was averagely visited by more than 2000 guests/day or around 80.000 persons for the whole event days which the number was considerably high as the previous year. The most interested product the OnePay and many guests applied for BCEL One account.

BCEL expand will continue to expend OnePay product overall around the country to provide society's the need and to support for the government policy to reduce cash in the economic cycle. In order to catch up with the digital age of the new trend, BCEL is developing system toward modernization, conveniently use by the buyers and the sellers.

For the stores which are interested in having Onepay or WeChat Pay, AliPay and QR Code UPI services can find more details on www.bcel.com.la or Facebook Fan Page: BCEL Bank or Call Center: 1555 or contact directly to Product Sale Team of BCEL at 020 2247 3738 and 020 2247 3739.



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(MODERN QUICK RELIABLE)

Call center: 1555, Facebook: BCEL Bank, Website: www.bcel.com.la