



Tourism Toronto Partners,

As Toronto prepares for the [Year of Canada-China Tourism](#) in 2018, we invite you to learn more about some of the tools available that can help you build brand awareness with Chinese consumers and further increase your marketing footprint and sales potential.

In partnership with Tourism Toronto, OTT Financial, a Canadian financial services company, is introducing the convenience of mobile payment technologies to our region. Canadian merchants can now benefit from increased sales by offering a familiar retail experience for Chinese consumers. More than 450 million active Alipay and 400 million WeChat Pay users can now buy Canadian products and services in Chinese RMB, while Canadian merchants operate as usual, both selling and receiving payments in Canadian Dollars. Alipay, operated by Ant Financial Services Group, is the world's leading mobile and online payment platform. WeChat is China's largest mobile messenger app with 840 million active users; the app includes the WeChat Pay feature which allows users to buy products and book travel.

To learn more, sign up for an informal information session at the Tourism Toronto office on August 9, 2017. OTT Financial will walk you through the options available, designed specifically for Canadian merchants and Chinese consumers.

Session details:

Date: August 9, 2017
Address: 207 Queens Quay West, Suite 405

Choose one of the following sessions:

(If the following times do not suit your schedule, one-on-one meeting times can also be arranged.)

- 10 am - 11 am
- 11:30 am – 12:30 pm
- 1 pm – 2 pm

RSVP to Denise Belgrove: DBelgrove@torcvb.com by August 7th.
Each session has limited seating so register early to hold your spot.