Give Your Business an Edge—Accept JCB Chip Cards

If you’re searching for a simple way to boost sales, adding JCB chip cards to your current payment acceptance options could be the answer. That’s because visitors from Japan who are eager to shop may be carrying JCB chip cards, which can be used at U.S. locations that accept Discover® Global Network cards. And since Discover already supports JCB chip cards, ensuring you get your share of JCB purchases is easier than you might think.

So now is the time to consider accepting JCB chip cards—and begin welcoming travelers who are ready to shop and spend.

Japanese Consumers: Spending Big in the U.S.

Japanese visitors traveled to the U.S. in 2016

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~3.6M

$16B

Total spent by all Japanese visitors to the U.S. in 2016

Japan is the 4th Largest market for international tourism in the U.S.

83% of Japanese visitors to the U.S. listed shopping as a primary activity

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1 U.S. Department of Commerce, National Travel and Tourism Office, Top 10 International Markets: 2016 Visitation and Spending, June 2017
2 U.S. Department of Commerce, National Travel and Tourism Office, 2016 Japan Country of Origin Profile, August 2017
The Power of JCB Chip Cards

Today, increasing numbers of visitors from Japan are carrying JCB chip cards—and they want to use them at U.S. merchants and ATMs.

As of March 2017, 106M+ JCB-branded general purpose credit cards were in circulation

The Japanese government has a goal to upgrade 100% of credit cards to EMV technology by 2020

An Extra Benefit: Fraud Prevention

In addition to helping increase sales opportunities, enabling chip cards may result in fewer magnetic stripe transactions—allowing you to mitigate the potential risk of fraudulent transactions.

Simplified and Seamless Acceptance

Enabling your terminals to accept JCB chip cards is easy. With minimal additional certification, no supplementary certification or coding at the host level, minimal terminal configuration updates and just a few extra test cases necessary for terminal end-to-end certification, you’ll soon be ready to accept JCB chip cards at your business.

Discover® is here to help—offering everything from documentation and test cards to expert guidance. For more information, contact your Discover Network Representative today.