Give Your Business an Edge—
Say “Yes” to UnionPay Chip Cards

Increasing your sales may be as easy as expanding your payment acceptance options. That's because visitors from China are carrying UnionPay chip cards—which are currently processed through Discover® network and PULSE® in the U.S., and soon in Mexico and the Bahamas. Here's more big news: the Discover® network already supports UnionPay chip cards, ensuring you get your share of UnionPay purchases is simpler than you might think.

So if you haven't already, now is the time to make UnionPay acceptance a priority—and open your door to travelers who spend big.

UnionPay. A Global Network Giant

UnionPay is the largest bank card association in the world

UnionPay is #1 in value of card payments worldwide

UnionPay is the fastest-growing global network

32% Increase in purchase transactions on global cards from 2015 to 2016

1 RBR Global Payment Cards Data and Forecasts to 2022. Based on cards in market in 2016.
2 The Nilson Report—Chart of the month, May 2017
Chinese Consumers—Ready and Willing to Spend

With chip cards having more security protections than magnetic stripe cards, Chinese visitors are looking to use their chip cards in the U.S. When you are EMV certified to accept UnionPay chip cards, you can provide the satisfying purchase experience they expect.

Whether you are preparing your first EMV deployment, or planning an upgrade to support additional features, enabling your terminals to accept UnionPay chip cards is simple. With no additional certification at the host level and only four extra test cases necessary for terminal end-to-end certification, your business will be ready to welcome UnionPay chip cardholders in no time.

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

88% Of Chinese travelers say shopping is a primary activity when traveling

More than 325K Chinese students at U.S. universities

$32B+ Total spent by all Chinese visitors to the U.S. in 2016

3.6M+ Chinese visitors expected in the U.S. by 2020—a 49% increase from ‘15

A Better Customer Experience

Accepting Chip Cards for UnionPay

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3 Institute of International Education, Open Doors Fact Sheet: China, 2016