

Alipay & WeChat Pay services arrive at Frankfurt Airport

Frankfurt Airport (FRA) passengers can now use their mobiles to pay for retail purchases using popular mobile payment apps Alipay and WeChat Pay.

As reported, Wirecard has struck an agreement with Gebr. Heinemann to deliver the most popular mobile payment platforms to its domestic airports.

Authorised at 100 tills in all 28 of Gebr. Heinemann's Frankfurt Airport Retail (FAR) joint-venture stores, both mobile apps allow the users to scan a QR code and enter the payment amount for the goods.

FAR uses technology from a Wirecard app to embed Alipay and WeChat Pay into the tillpoint.



A customer uses an app to scan a QR code and enter the payment amount in technology supported by Wirecard.

CHINESE TOURIST APPEAL

The technology is of particular interest to young, affluent Chinese tourists, who can avoid currency exchange impacts by using their chosen platform.

Previously, Chinese tourists tended to rely on China Union Pay credit cards to make purchases in FAR stores, says FRA.

The mobile payment methods of Alipay and WeChat Pay available at Frankfurt Airport make us even more attractive to the Chinese travellers, a very important target group for us, said Georg Fuhrmann, Managing Director of FAR. In addition to this, the platforms are opening up completely new possibilities for addressing customers directly and for advertising attractive purchasing incentives in the form of discounts and extra benefits.

Alongside paying for fashion and accessories, the mobile payment solutions can also be used at Heinemann's Travel Value outlets, which typically offer travel retail exclusives such as spirits, perfumes and cosmetics or confectionery.



The mobile payment solution app will roll out to Heinemann Duty Free and Travel Value shops in 12 airports.