

## Nexi Group enables Swiss merchants to accept consumer payments via WeChat Pay

**Zürich, Switzerland. XX February 2025** – [Nexi Group](#), the European PayTech, has collaborated with [WeChat Pay](#) to enable Swiss merchants to accept payments at the point of sale (POS) via the WeChat Pay app. The 900 million+ active users of WeChat Pay can now make mobile payments via QR code on compatible POS terminals in Switzerland, accessing a familiar and convenient payment method while travelling in the country.

Switzerland is [one of the most popular](#) European long-haul destinations for Chinese tourists, who spend an average of [CHF 380](#) (€400) a day when travelling. This presents a significant opportunity for Swiss merchants to boost sales revenue by ensuring their payment offer is tailored toward Chinese tourist payment preferences.

The collaboration between Nexi and WeChat Pay brings the preferred payment method of China - where the majority of all monetary transactions are now conducted via mobile payments – to the Swiss POS. By enhancing the shopping and purchasing experience for Chinese tourists in Switzerland, merchants can encourage higher spend, volume and frequency of purchases.

**Raffael Casagrande** is CFO at Casagrande AG, a luxury lifestyle retailer in Lucerne. He comments: “Chinese customers love shopping for world famous Swiss watch brands like Tissot and Tag Heuer, as well as high-quality souvenirs they can take back home. With Nexi and WeChat Pay, we can now offer them a familiar and convenient shopping experience to make their time in Switzerland even more enjoyable.”

**Michel Rudolf von Rohr**, Head of Commercial at Nexi Switzerland adds: “Offering preferred payment methods to tourists is a significant ‘value-add’ for merchants. By enabling tourists to pay with a trusted, fast payment process, Swiss merchants can encourage more impulse buys, while simplifying the payment process for both sides. At the same time, the WeChat app connects over a billion users, who can share their positive shopping experiences online, inspiring other Chinese consumers to visit.”

Nexi supports all major national and international payment standards, enabling merchants across Europe to offer a wide range of payment methods at the POS, delivering exceptional choice to customers. The European PayTech leader plans to continue expanding the availability of WeChat Pay to its customers in Europe, bringing greater convenience and familiarity to the consumer payment experience.

**# ENDS #**

### About Nexi

Nexi is the European PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Borsa Italiana’s MTA, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally across a broad range of different payment channels and methods. Nexi’s technological platform and the best-in-class professional skills in the sector enable the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions and Digital Banking Solutions. Nexi constantly invests in technology and



innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone. [www.nexi.it](http://www.nexi.it)  
[www.nexigroup.com](http://www.nexigroup.com)

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