

# Safe and Secure Online Payments Growth Set to Continue in Africa

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Online payments are accelerating in Africa, says leading payment solutions provider, 3G Direct Pay Limited and the growth is set to continue.

“The number of merchants and customers we serve has trebled in the last year, and the vast majority of those are new entrants to the market,” said Eran Feinstein, Managing Director, 3G Direct Pay Limited. “We have also seen significant growth in the number of transactions and this is a very positive sign, as customers become more confident paying online.”

The move to online payments growth has been accelerated by a number of factors including offering a safe, secure and convenient payment service.

“There is a massive demand for safe, secure and efficient e-commerce,” said Feinstein. “3G Direct Pay is the first registered Payment Solution Provider (PSP) in East and Southern Africa region and we were the first company in East and Southern Africa to achieve PCI DSS Level 1 compliant. It was not only a most significant achievement, but also a necessary passport for us to be allowed to do business with other companies and banks.”

Contribution to the increased growth in online transactions and one of the main forces is from the financial sector.

“The banks are now really pushing their e-commerce offerings. It has become much easier, more convenient and more secure for consumers to buy goods and services

online. It has also become easier for retailers to get online and everyone is now recognizing the value of the paying online.”

3G Direct Pay has expanded its business in other ways by recently launched a new service, Business Connect, which enables business to integrate with other business across the region, do transact online and to boost their growth by using advanced financial tools and products.

“With over a decade of expertise, mainly in the travel and tourism industries, we pride ourselves on our ever evolving online payment products. We are now expanding in to other areas to provide greater options for our clients. Our ethos is to always listen to our customers and commit to providing the best and most secure service and solutions,” commented Feinstein.