

# COTRI IN THE NEWS

**REACHFURTHER**<sup>®</sup>

Connecting Your Business to Emerging Opportunities

## How WeChat Pay and Alipay Can Strategically Grow Your Business

An article about how integrating WeChat Pay and Alipay can help your business stand out and gain new customers, with some data researched by COTRI China Outbound Tourism Research Institute.  
By Melody Yuan, 11<sup>th</sup>.May.2021

Quote:

“China Outbound Tourism Research Institute is forecasting 100 million international trips by mainland Chinese in 2021, as the country bounces back from the pandemic.”

Link to the full article:

<https://www.eastwestbank.com/ReachFurther/en/News/Article/WeChat-Pay-and-Alipay>