

A word from Annie Guo, Founder & CEO

I came up with the idea of Silkpay during my last trip in China. Used to pay by card or cash as we usually do in Europe, I was surprised to see how mobile payment had become the norm in China. Taxi drivers refusing cash made me realise how bothering it is to not be able to use your favorite means of payment while traveling abroad. That's why my goal today is to link my two cultures and put my knowledge and network in favour of European retailers so they can provide their Chinese customers with the best customer experience possible. After studying at HEC Paris, completing a MBA at the University of North Carolina and working eight years for international investment banks in London and Hong Kong, I chose the exciting path of entrepreneurship and launched Silkpay in 2016.



Silkpay is a fast-growing start-up of more than 25 people. We have developed innovative solutions to allow European online and offline retailers and tourism professionals access to over 900 million Chinese consumers

Silkpay provides innovative payment solutions to European retailers and enables them to accept payment via Chinese e-wallets. Silkpay also provides digital marketing services to connect European retailers to the Chinese market. The startup helps its clients build a successful customer experience from brand awareness to final payment on Chinese platforms like Alipay and WeChat.

Launched and based in Paris, the company opened 5 offices in France and keep expanding in Europe with two new offices in Barcelona and Milano. With more than 80,000 satisfied clients since its launch in 2016, the startup aims to become the fastest bridge between European professionals and Chinese tourists and convince 1,000 more partners in 2018.

Key figures

Launch date : **2017**
Clients in France : **200**
Raised funds : **560,000€**
Team : **25**

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