



Latin America EMV Market Study

SCALA - 3001 S Ocean Drive Suite # 205, Hollywood, FL 33019

The Smart Card Alliance Latin America (SCALA) EMV Market Study was conducted by First Annapolis through a series of interviews with the region’s key bank card issuers and acquirers to discuss their migration to EMV financial payment cards. The study provides their perspectives on market drivers, adoption delays, platform selection, portfolio composition, market size, emerging technologies, fraud rates, multi-application cards, acceptance infrastructure, and other information.

In order to ensure the accuracy of the study, all of the numbers were gathered from firsthand accounts from issuers and acquirers in the market about the issues involving EMV migration. These accounts were verified by the Alliance and the primary financial network in Latin America, Visa Inc. LAC, for correctness.

Those institutions and individuals who purchase the EMV study will acquire detailed knowledge about the financial payments industry in Latin America, the status of migration, the effects of the liability shift mandate, reduction in fraud rates, and the additional advantages of utilizing smart cards for payments.

All of the income resulting from the sale of this study supports the Smart Card Alliance Latin America’s initiatives in education, conferences, work groups, webinars, online resources, newsletters, market research, white papers, and other outreach activities. It is important to note that this EMV market study would not have been possible without the support of member organizations in the region. In particular, we would like to recognize Visa Inc. LAC for their overall support and sponsorship of the study.

Price:

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