

# **Breakthrough Fintech Conference on Artificial Intelligence and Commerce Launches in Shanghai**

**Attendees Include UnionPay, CTrip, Discover/Diners Club, Samsung Card, Sumitomo Card Company, MaFengWo, Hilton**

SAN FRANCISCO — August 5, 2018 — The CardLinx Association today announced that their industry-defining event The CardLinx Asia Forum will be held in China for the first time on September 5<sup>th</sup> at the Grand Hyatt Shanghai. This executive-level event will focus on artificial intelligence and commerce in the development of payments, retail tech and travel tech in Asia. The speakers are from global leaders such as Mastercard and Sumitomo Mitsui Card Company and leading Chinese innovators like 55Haitao, YouWorld, MaFengWo and CTrip. Learn more: <http://bit.ly/2OxOfil> (in English) <http://bit.ly/2LXuJh4> (in Chinese).

“CardLinx Forums have consistently launched strategic partnerships and spawned new fintech innovations around the globe,” said CardLinx President and CEO, Silvio Tavares. “Major online-to-offline commerce innovators in China and across the world will participate to develop the next generation of AI-driven fintech and commerce technologies.”

The CardLinx Association is the only trade association that brings together companies across payments, banking, digital advertising, fintech and retail to expand the ecosystem of O2O commerce globally. At CardLinx Forums, attendees get to learn from world-class experts as they share opportunities and challenges of using AI and big data to create a digital marketing campaign for one, and also exchange ideas with them in a unique, event format that fosters collaboration to form strategic partnerships.

CardLinx’s leading industry position is due to its members, who are world leaders in their industries and inventive problem solvers like Microsoft, Bank of America, JCB, Hilton and Empyr. The CardLinx Asia Forum will combine impactful people with meaningful insights into the state of e-commerce, digital loyalty, card-linking as they all impact the future of retail globally.

## **About CardLinx Association**

CardLinx Association is the premier, multi-industry trade association focused on promoting online-to-offline commerce and card-linking worldwide. On behalf of its members, the association fosters cross-industry collaboration, develops industry services and standards to minimize and eliminate friction for purchases. CardLinx also organizes CardLinx Forums, executive-level innovation forums that focus on cutting-edge technology, executive-level engagement and strategic partnerships.

Current members include Discover, First Data, TransUnion, Hilton, MUFG, UBS, AEON and Rakuten. For more information: [www.cardlinx.org/](http://www.cardlinx.org/)

**Media Contact**

Ming Lacey

[ming@cardlinx.org](mailto:ming@cardlinx.org)

917-340-7251