



Samsung Pay arrives in Thailand

Samsung is launching its mobile payment service Samsung Pay in Thailand.

Samsung is following the Thai Government's strategy to become a cashless society by launching Samsung Pay in the Asian country, according to the company.

The South Korean phone maker has launched with the goal of having at least 1 million users in 2017.

"We hope that Samsung Pay will play a big role in transforming Thailand in line with its national e-payment strategy. Our innovation will revolutionize Thais' way of spending and usher them towards a cashless society," explained Wichai Pornpratang, Vice President of IT and Mobile Communications at Thai Samsung Electronics.

Including Thailand, ten markets around the world can now use Samsung Pay in their daily shopping.

Samsung Pay allows users to pay for their purchases with through their smartphone without the need for cash or credit cards.