

Friday, August 25, 2023

## Alipay launches updated international version of app

**Ding Yining**

ALIPAY recently announced the launch of an updated “international version” of its smartphone application with customized services for overseas travelers to China.

When overseas users register or open the app, they will have the English-language option and easy-to-use translation tool.

It also integrates frequently used travel services, including hotel booking, air ticket booking, car-hailing, public transport and exchange rate checking.

Alipay said the new move aims to fulfill international travelers’ mobile payment needs in China and improve their local travel experience.

This follows earlier measures to

streamline the registration and verification processes for overseas users with no Chinese bank account or phone number.

The updated version also includes services related to the upcoming Asian Games in Hangzhou through the Smart Hangzhou mini-program.

Since late June, registration and digital payment process for overseas users have been improved.

Overseas visitors can now sign up for Alipay and link an international credit or debit card from Visa, Mastercard, JCB, Discover, and Diners Club to pay at tens of millions of Alipay partner merchants across China, including restaurants, cafes, tourist attractions, shopping malls, street stalls and public transport.



Alipay has optimized services for overseas travelers to facilitate digital payment. — Ti Gong



A drumstick throw pillow is seen on a post. — Ti Gong

## Popeyes opens mainland flagship store

**Ding Yining**

POPEYES’ first flagship store on the Chinese mainland drew long queues and large crowds over the weekend in downtown Shanghai.

Fried chicken lovers couldn’t wait to rush inside the store. Many started lining up outside way ahead of its official opening hour last Saturday, with coupons and discount vouchers, souvenirs promised for early arrivals.

Hundreds of customers

were seen on Huaihai Road M. as the Louisiana fried chicken quick service restaurant returned after several months of hiatus.

Tims China became the new operator of the fried chicken chain store earlier this year, and pledged to leverage existing beverage store infrastructure and operating expertise to grow Popeyes business rapidly and efficiently.

With a new decorative style

at the dining space and oriental elements in seasonal drinks, food lovers said they’re willing to give the store a fresh try.

In the first half this year, Shanghai added 557 new debut stores, according to the city’s commerce commission. Fashion, lifestyle and food and beverage brands are eager to offer various kinds of consumer experience in the city.

The queue got shorter at Popeyes on Saturday night.

The Huaihai Road store drew more than 13,000 comments on Dianping.com, a local food and lifestyle review site.

Lin Xiaoyao arrived early on Saturday morning and managed to bring home a chicken drumstick-shaped throw pillow. “I’m glad that I arrived early and got the souvenirs,” she said on the microblogging site Weibo. “There are still improvements to be made for swifter food ordering process.”

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