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Press Release

The Launch of Bakong Tourists App with Mastercard

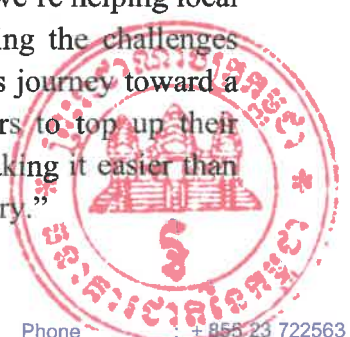
On November 11, 2024, H.E. Dr. Chea Serey, Governor of the National Bank of Cambodia (NBC), presided over the launching ceremony of Bakong Tourists App with the international card scheme Mastercard at the National Bank of Cambodia, Sen Sok Building. Participants to this ceremony were representatives from the government agencies and relevant stakeholders namely Ministry of Tourism, the Association of Banks in Cambodia (ABC), Cambodia Microfinance Association (CMA), Cambodia Association of Finance and Technology (CAFT), Banking and financial institutions, and International card scheme companies, a total of approximately 350 people.

In collaboration with Mastercard, the ceremony aims to extend the broader scope of transactions and encourage the use of Bakong Tourists App to facilitate the payments of international tourists visiting Cambodia.

The collaboration will also enable international tourists to experience a convenient digital payment for goods and services by just downloading the Bakong Tourists App on their mobile phones upon arrival in Cambodia. They can then top up funds into their Bakong Account by linking their Mastercard issued in their home countries. Similarly, local businesses can now offer a seamless and convenient digital payment experience to travelers, making their transactions faster and secured.

This new milestone contributes to fostering Cambodia's tourism sector and advancing the digital revolution by making digital payment transactions more accessible, convenient, efficient, and secured.

Senior Vice President, Acceptance Solutions of Mastercard, Mr. Sapan Shah commented, "Mastercard is excited to collaborate with the National Bank of Cambodia by connecting with Bakong System to make digital payments more accessible and seamless for both tourists and local businesses in Cambodia. This collaboration reflects our commitment to supporting the growth of Cambodia's vibrant economy. At the same time, we're helping local merchants embrace cashless transactions, boosting efficiency and reducing the challenges associated with handling cash. This is a major step forward in Cambodia's journey toward a more inclusive and digital economy. By enabling Mastercard cardholders to top up their Bakong wallets directly through the newly launched tourist app, we're making it easier than ever for visitors to enjoy a hassle-free experience while exploring the country."



The NBC Governor H.E. Dr. Chea Serey said, “This collaboration not only enhances the functionality of the Bakong Tourists App but also underscores our shared vision of fostering economic growth through tourism. By making it easier for visitors to experience on seamless and fast payment, we are contributing to the sustainability and resilience of our tourism industry. Furthermore, it aligns with the Royal Government of Cambodia's policies aimed at fostering a digital economy and society.”



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