

Industry | e-commerce

# Overcoming International Payment Challenges

Continental Global Service Limited & buyippee

American Express strengthens the purchasing power for Continental and enables it to purchase

**HK\$2 million worth of products from overseas suppliers**



AMERICAN EXPRESS

GLOBAL CORPORATE PAYMENTS

## THE CLIENT AT A GLANCE

Established in 2006, Continental Global Services Limited & buyippee (hereafter as Continental) offer services such as online shopping, import/export, and logistics, and are among the first in Hong Kong to develop e-commerce business.



## THE CHALLENGES



### International Payments

To meet different customer needs, Continental has to source products from around the world and make payments in foreign currencies for the bulk of their transactions. The foreign exchange charges from such payments could add up, and deter Continental from dealing directly with individual suppliers and growing into a more efficient and profitable business.



### Cash flow Responsiveness

Without collateral or a long credit record, banks were unwilling to extend the amount of credit that Continental needed. Continental had to either manage multiple credit cards for their transactions, or set aside a large amount of cash, or set aside a large amount of cash. This diminishes the company's cash flow, which could otherwise be used for expansion or dealing with contingencies.



### Managing Travel Expenses

With 200 staff across 11 countries, Continental has a daunting amount of travel expenses paperwork to deal with regularly. Having to allocate people and time on such mundane administrative work is not conducive to efficient management.



*“With American Express® Global Corporate Payments solutions, international payments became our competitive advantages.”*

- Mr. Stanley Lee,  
Founder of Continental Global Service Ltd  
& buyippee

## THE SOLUTIONS

### Direct Payments to Overseas Suppliers

American Express Corporate Cards enables Continental to **pay their individual overseas suppliers directly without incurring prohibitive foreign exchange charge**. This allows them to deliver products straight to buyers and results in faster transaction and better customer service.

### Extended Credit-free Payment Term

Continental is also able to carry out multiple and sizable transactions with a single card, enhancing cash flow and eliminating extra fees. **The 51-day credit-free payment term gives Continental greater flexibility in payment processing**, so they can maintain higher liquidity with better cash balance to support business needs and enhance their competitiveness.

### Consolidated Expenses Management

The American Express Cathay Pacific Corporate Card also allowed Continental to gain greater control and visibility of their travel budget. With the consolidated expenses management, **expenses administration time and cost can be significantly reduced**, and Continental can now easily visualise the full picture of their business travel expenses.

## THE RESULTS

### Streamline Operations

After adopting American Express Global Corporate Payments Solutions, both payments and operations are more streamlined for Continental as they can do business directly with any large merchants, small suppliers and individual customers worldwide.



### Unlock Everyday Savings

The American Express Cathay Pacific Corporate Card enables Continental to turn their operation costs into Asia Miles™, which can be redeemed for business travel, cash vouchers and other lifestyle rewards in return.

Continental earned almost

**600000 Asia Miles with just  
3 months of spending,**

allowing them to redeem 5 round-trip long-haul business class air tickets.

### Strengthen Purchasing Power

The generous credit limit and flexible payment terms offered by American Express strengthen Continental's working capital and help them expand their product range and quantity.

Continental is able to purchase  
**HK\$2 million worth of products**  
with a single payment solution.

Helping Continental enhance its competitiveness and the scale of its business in the competitive e-commerce world.



Visit <https://business.americanexpress.com/hk>  
to learn more about the American Express Corporate Card Programs

