Fintech Startup Azimo Joins Boris Johnson's Trade Mission To South-East Asia

Wednesday 26 November, 2014

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Azimo, the online money transfer service, has been selected as one of the UK's leading FinTech startups to join Boris Johnson on the Mayor of London's trade mission to Malaysia and Singapore departing 26 November 2014.

Azimo have been lowering the cost of sending money around the world and have this week announced a number of new services to Indonesia, China, Malaysia and Singapore, including a £1 fixed fee to transfer any amount to those countries.

Azimo already enables customers to send money to 198+ countries and for cash pick-up in nearly 300,000 locations around the world and are pursuing further global expansion in 2015.

The trade mission organised by The Mayor's Export Programme (MEP) in partnership with UKTI, connects high growth British businesses with leading players in the region including commercial partners and investors.

Mayor of London, Boris Johnson, said: "This is a fantastic opportunity for London businesses like Azimo to explore trade opportunities in Southeast Asia and to expand their networks. I want to encourage even more London companies to benefit from exporting to this dynamic, growing market, building on the strong existing ties with the UK."

Michael Kent, CEO of Azimo believes in providing hard working migrants a convenient and good value service: "Trade missions are important – it's not just about a selfie with Boris; we're meeting potential new partners and securing better deals for our customers. With Azimo's service now available to over 350 million people across Europe, allowing them to send money to over 5 billion people around the world, we're opening up access to low-cost and reliable online money transfers. But there is always more we can do and countries like Malaysia, The Philippines, Vietnam, Singapore and Indonesia with their rocket economies represent interesting new market opportunities for us," said Kent.

In addition to Azimo's normal low-cost services, customers will get their first transfer FREE by using promotional code TRADEBORIS.

Registering to use Azimo is free and takes just a few seconds from your phone using your email address or Facebook profile.

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For further press information, please contact:

Sarah Taylor / Melissa Hobson/ Tim Thackray

T: +44 (0)20 3440 8930

E: TeamAzimo@rooster.co.uk

Notes to Editors

The £1 fixed fee to transfer any amount to Indonesia, China, Malaysia and Singapore is a promotion running from the 19th November to the 31st December.

The Mayor of London, Boris Johnson, is leading the trade mission to Singapore and Malaysia as part of his Export Programme. The Mayor will work alongside a UK Trade and Investment (UKTI) mission taking 26 British small and medium sized businesses to meet potential customers in each country. The Mayor's Export Programme has been set up to help London small and medium sized businesses to export to overseas markets or help businesses that are already trading to make the move into fast growing emerging markets.

About Azimo

Launched in 2012, Azimo is a London-based online social money transfer service which is changing the way people send money around the world. Honest, transparent and social, Azimo is the cheapest and easiest way to send money to 198 countries across the world, from your smartphone, tablet or desktop and even through Facebook.

Founded by CEO Michael Kent, the company is backed by a US$10 million Series A funding round led by Greycroft Partners and including Accion's Frontier Investments Group and eVentures.

Azimo is a financial technology company authorised as a Payments Institution by the UK Financial Conduct Authority.

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