Interview with VISA

(Held during the APPU Postal Business Forum 2024)

- ***Interviewee: Mr. Nat Scheer, Head of Partnerships, Visa Government Solutions, Asia Pacific***
- ***Interviewer: APPU Bureau***

APPU: Everyone in the world, I think, knows Visa. But please tell us - what is Visa?

Mr. Nat Scheer: Visa is a payments technology company, and we've been active in the public sector space for over 60 years. We work with governments, NGOs, and post offices, helping to drive financial inclusion and expand access to digital financials services.

APPU: Can you explain in more detail how Visa works with post offices around the world?

Mr. Nat Scheer: We engage on multiple levels. Globally, we work through collaboration – such as with the UPU – and explore how we can advance research and thought leadership for the postal sector.

APPU: How is Visa helping connect citizens through postal networks?

Mr. Nat Scheer: We work with postal organizations on several fronts – from thought leadership on financial inclusion to financial literacy programs. We also work directly with Post Offices worldwide to transform them into digitally enabled financial hubs – enhancing public service delivery, expanding financial access, and unlocking new revenue opportunities.

APPU: Most of us know Visa for cards. But what other services does Visa provide?

Mr. Nat Scheer: We're well known as a consumer brand for cards, but we've evolved. Today, we're a leader in payment innovation. We offer digital payment acceptance, helping post offices accept digital payments. We issue both physical and virtual cards, which can be embedded in mobile apps enabling constituents to make payments like an e-wallet and seamlessly access government services. One exciting area is our collaboration on remittances and money movement.

We've made significant investments in recent years to strengthen our ability to move money quickly, transparently, and securely around the world. These services fall under Visa Direct, which is our global money movement solution that helps fintechs, banks and other financial institutions move money across borders to over 11 billion endpoints in more than 190 markets in 160 currencies – in real-time. We can transfer money not only to cards, but also to mobile wallets and bank accounts globally.

APPU: In the Asia-Pacific region, we have many countries that are among the world's top remittance senders. How can Visa support posts in this area?

Mr. Nat Scheer: I believe the future is hybrid - not purely digital. Post offices play a key role in the last mile, maintaining physical branches as well. Visa is able to embed its money movement solutions on various channels for remittances and digital payments – whether that's in-branch, online, or via mobile apps – to make sure everyone, everywhere has access.

APPU: What role does Visa play in the e-commerce space?

Mr. Nat Scheer: We facilitate the payment part – helping with acceptance of retail transactions. We also support merchants with supplier payments and even assist in launching and managing e-marketplace platforms, either through Visa solutions or in partnership with technology players who build and maintain those platforms.

APPU: In recent days, we've heard a lot about post offices working with MSMEs. Does Visa play a role in that sector?

Mr. Nat Scheer: Yes, we have a global strategy to support micro, small, and medium-sized enterprises. It's a key focus area for Visa. We can work with post offices to bundle payments with delivery services, offer commercial cards and credit access, and co-create financial products tailored to MSMEs. We also support the launch of e-marketplaces tailored for MSMEs – what we call "an e-marketplace in a box" – in collaboration with tech providers and postal operators, covering the full value chain from logistics to payments.

APPU: You've been active at the APPU Postal Business Forum over the past few days. What are your key takeaways?

Mr. Nat Scheer: It's clear the industry is in flux. There are pressures – from competition, pricing, and costs - but also many opportunities. E-commerce is a big one, and I believe it's a space the postal sector should fully embrace.

There are also opportunities to extend digital services, like government services to citizens, leveraging the post office's widespread physical network. One strong message throughout the forum was just how integrated postal services are in citizens' daily lives. That connection is a valuable asset – one that can be used to deliver more services to more people.

APPU: We hope you've had a rewarding conference experience. We look forward to seeing Visa collaborate further with post offices in the region, especially on financial inclusion?

Mr. Nat Scheer: Thank you. It's been a great experience, and I look forward to returning next time.