

# EMV chip sweep the region

The move to EMV is taking hold in Europe in a big way. By the end of March 2005, 107 million Visa EMV chip cards had been issued in 28 markets – 39 per cent of all Visa cards in the region.

More than 47 percent of point-of-sale transactions processed through Visa systems originated from an EMV POS terminal during May 2005.

Source: Visa Europe News, issue 6, July 2005