

Technology Leader MasterCard Joins Smart Cities Council

WASHINGTON, D.C. – (November 12, 2013) – The [Smart Cities Council](#), an industry coalition to advance smart city development and innovation, is announcing its newest Global Partner, [MasterCard](#). The partnership signifies a turning point in the development of innovative digital transaction processing platforms for city government, businesses and citizens.

As a Smart Cities Council Global Lead Partner, MasterCard will work with the Council's advisors and members to provide cities with better, safer and more secure payment methods.

"We are passionate about innovation and constantly seeking to develop and test new payment channels and digital solutions that are safe, simple and smart," said Emmanuel Petit, General Manager Government & Public Sector at MasterCard Europe. "What better way to do this than by joining the Smart Cities Council, which works with the most progressive businesses, thought leaders and cities around the globe."

Technology has been the single largest change agent in the ongoing transformation of the finance function. Electronic payment processing has increased convenience, security and transparency, and has contributed to reduce administrative costs.

As a Global Lead Partner, MasterCard will also contribute to the Smart Cities Council Readiness Guide to improve the livability, workability and sustainability of the world's cities. The Readiness Guide is a collaborative and comprehensive resource that provides a step-by-step roadmap, vendor-neutral technology recommendations, evaluations and case studies for smart city development.

"The MasterCard input will be invaluable as they continue to develop inventive ways to support cities' digital strategy, drive local business growth, fuel commercial development, increase citizens' satisfaction and reduce costs," noted Smart Cities Council Founding Chairman Jesse Berst.

MasterCard is one of more than 20 Smart Cities Council Partners providing city leaders with the tools and resources to plan, finance and deploy cutting-edge smart city technologies.

Current Smart Cities Council Global Lead Partners include: [Alstom](#), [AT&T](#), [Bechtel](#), [Cisco](#), [Electricite de France](#), [General Electric](#), [IBM](#), [Itron](#), [MasterCard](#), [Microsoft](#), [National Grid](#),

Qualcomm and S&C Electric. Current Smart Cities Associate Partners include: [ABB](#), [Alphinat](#), [Grid2020](#), [Invensys](#), [MaxWest](#), [Opower](#), [SunGard Public Sector](#) and [Zipcar](#).

About Smart Cities Council

The Smart Cities Council is comprised of the foremost experts and leading global companies in the smart technologies sector, who serve as advisors and resources. Its goal is to accelerate the growth of smart cities worldwide by providing city leaders with access to technology counsel, financial tools, policy frameworks, visibility campaigns, and advocacy. For more information, visit www.smartcitiescouncil.com.

About MasterCard

[MasterCard](#) (NYSE: [MA](#) [\[FREE Stock Trend Analysis\]](#)), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](#), join the discussion on the [Cashless Pioneers Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

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