

Grow with Google | Google.org

EMPOWERING ASEAN's MSMEs

WITH DIGITAL SKILLS TOGETHER



ABOUT THE PROGRAM

Grow with Google is a global initiative that aims to help people embrace opportunities such as finding jobs, advancing their careers, or growing their businesses. It provides free access to products, tools, and training that help people, businesses, and communities grow stronger as well as more resilient.

Several years ago, we made a commitment to train 3 million MSME workers across all 10 countries in ASEAN, so they can benefit more fully from the region's digital opportunities. Throughout our journey, we have joined hands with committed government partners, local associations, and passionate NGOs, meeting millions of MSME workers, all hungry for knowledge. **This is the story of Grow with Google — This is your story.**

Through this program, launched in 2015:



We have trained

3 million

MSME workers.



Of that number,

47%

were women.



We have partnered with

100+

ministries and NGOs
across the region.

“ Small businesses are at the heart of our economies and communities. Supporting their digitization and closing the digital skills gap is essential in ensuring that the region's digital decade can benefit as many people as possible. Through our Grow with Google programs and partnerships with governments, companies, and NGOs, we help build stronger businesses and make people ready for the jobs of the future. Providing equal access to digital skilling programs and special support for vulnerable groups and communities reflects our commitment to helping more people unlock new opportunities. ”



Stephanie Davis
Vice President,
Google Southeast Asia

IMPACT IN NUMBERS

Through the Grow with Google program, MSMEs across the ASEAN region have opened the door to digitization.



Indonesia

80%

of MSMEs have seen an increase in customer engagement.¹



Malaysia

Learners felt that they had a better understanding of the online tools Google had provided and could start implementing them into their businesses.²



Philippines

SMEs from all

3

major island groups benefited from these classes. Participants cited improvements in knowledge and customer engagement.³



Singapore

Nearly

4 in 5

respondents felt they left the training with new knowledge to grow their businesses.⁴



Thailand

83%

of MSMEs have effectively created or updated their online presence.⁵



Vietnam

94%

of MSMEs were able to keep their businesses operating during the pandemic.⁶

In addition to Grow with Google programs, Google.org, our philanthropic arm also supported The Asia Foundation's Go Digital ASEAN skilling efforts for MSMEs.



Brunei Darussalam

54%

of MSMEs saw an increase in their customer engagement.⁷



Cambodia

81%

of MSMEs were able to work remotely from home during the pandemic.⁸



Laos

70%

of MSMEs said Go Digital ASEAN tools helped them move their business online during the pandemic.⁹



Myanmar

64%

of MSMEs increased their ability to use digital technology to support their livelihoods.¹⁰

Sources

1. Kantar Google Impact, July 2021. Estimates based on a sample of data from April 2021 to July 2021 for Google programs, based on self-reported impact.

Respondent base = 1,517; future results may differ.

2. Based on qualitative research on Mahir Digital Bersama Google participants, conducted by Kantar in November 2020.

3. Based on self-reported, qualitative feedback from program participants, received in 2021.

4. Based on data sourced from Google first-party survey of MSME program participants conducted in September, 2020.

5. Kantar Google Impact, October 2021. Estimates based on a sample of data from April to August 2021 for Saphan Digital, based on self-reported impact. Respondent base = 185. Future results may differ.

6. Kantar Google Impact, October 2021. Estimates based on a sample of data from August to September 2021 for Google programs, based on self-reported impact. Respondent base = 148. Future results may differ.

7. Based on quantitative research conducted by Kantar on behalf of The Asia Foundation, amongst 239 respondents in Brunei between June 2021 - March 2022.

8. Based on quantitative research conducted by Kantar on behalf of The Asia Foundation, amongst 466 respondents in Cambodia between March 2021 - February 2022.

9. Based on quantitative research conducted by Kantar on behalf of The Asia Foundation, amongst 397 respondents in Laos between June - December 2021.

10. Based on quantitative research conducted by Kantar on behalf of The Asia Foundation, amongst 1,217 respondents in Myanmar between October 2020 and January 2021.

THANK YOU



Bringing more MSMEs into the digital economy and achieving our commitment of upskilling 3 million MSME workers in ASEAN could not have been done without the close collaboration and deep commitment of our partners across governments, businesses, and NGOs.

Government Partners

Indonesia:

Ministry of Cooperatives and SMEs
Ministry of Education, Culture, Research & Technology
Ministry of Finance
Ministry of Foreign Affairs
Ministry of ICT
Ministry of Industry
Ministry of Trade
Ministry of Tourism and Creative Economy
Ministry of Women Empowerment and Child Protection
National Public Procurement Agency

Malaysia:

Malaysian Communications and Multimedia Commission
Malaysia Digital Economy Corporation (MDEC)
Malaysia External Trade Development Corporation (MATRADE)
Ministry of International Trade and Industry
Ministry of Tourism, Arts and Culture (MoTAC)

Philippines:

Department of Tourism
Department of Trade and Industry

Singapore:

Enterprise Singapore
Ministry of Trade & Industry
Economic Development Board
National Environment Agency

Thailand:

Ministry of Commerce & Department of Business Development

Vietnam:

Ministry of Industry & Trade
Ministry of Labour, Invalids and Social Affairs
National Innovation Center
Vietnam E-commerce Association
Vietnam National Administration of Tourism
Vietnam Women Union
Vietnam Youth Union

NGO Partners

Indonesia:

ICT Watch
IWAPI (Association of Indonesian Women Entrepreneurs)
MAFINDO (Society of Anti Hoax Indonesia)
Redaxi (Indonesian Anti-hoax Education Volunteer)
Siberkreasi (National Digital Literacy Movement)

Philippines:

SURGE USAID

Vietnam:

Vietnam Tourism Education Association
Restaurant Association Vietnam
Vietnam Tourism Association

Industry Partners

Indonesia:

Accenture
Alfamart
AVANA
Avrist Warrior
Bank Indonesia
Bubu.com
Bukalapak
Danone
Dinas Koperasi Jawa Tengah
Frisian Flag
Gojek
Grab
MAPAN
McKinsey
Mercy Corps Indonesia
PEKKA
Ruangmom
Samsung
Semua Murid Semua Guru
Single Moms Indonesia
Tokopedia
University of Gadjah Mada
UKM Dairi
Wanita Wirausaha Femina

Industry Partners (Cont.)

Malaysia:

AirAsia
Astro Awani
Exabytes
Excel Academy
Hong Leong Bank (HLB)
L'Oreal
Maggi
Malaysian Association of Tour and Travel Agents (MATTA)
MAXIS
Samsung
SARADEC

Philippines:

Converge
Globe Telecom
Samsung

Singapore:

FMAS (Federation of Merchants' Associations)
Lazada
Samsung
UOB

Thailand:

Baker McKenzie
BentoWeb
KBank
Krungsri Bank
Lnwshop
OSMEP
SCB
S Curve
ScoutOut
True Digital Park

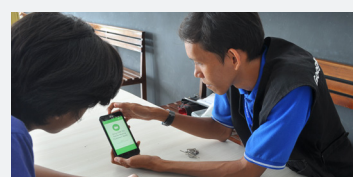
Vietnam:

Unilever
Shopee
Grab
Gojek
Haravan
Sapo
Chili
VN Post
Mắt Bão
IM Group
Tiki
VIB
VP Bank
Novaland
Hung Thịnh Group

ROAD TO EMPOWERING 3 MILLION MSMEs

Over the years, Grow with Google has expanded and developed hyper-local initiatives to meet the evolving needs of MSMEs in our region.

2015



Indonesia

The “Feet on Street” program was launched, through which over 400 trainers sought out MSMEs in 13 cities to help them go online with Google Business Profile.

2017



Indonesia

Gapura Digital went live, a program to equip MSME owners with basic digital skills such as digital marketing and online collaboration. These offline workshops reached 14 cities.



Women Will

Indonesia was the first country to launch Women Will, a Grow with Google program designed to support women's economic potential through digital skills and community building. In 2018, it was rolled out to Malaysia and Vietnam, empowering thousands of women in urban and rural areas.



2018



Vietnam

Accelerate Vietnam Digital 4.0 was launched and eventually reached 6 cities.

Google Primer, a free mobile app that delivers bite-sized business and marketing lessons, was launched in Indonesia. By 2019, it had been made available in 6 countries.



2019



Malaysia

Mahir Digital Bersama Google was launched in 3 cities.



Philippines

MSME Caravan was launched in 3 cities, and offered offline courses twice a week to business owners.



Vietnam

Digital Bus launched a workshop on wheels, which traveled to 16 provinces, training people in rural and remote areas.

2020

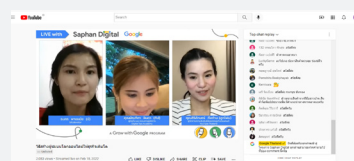
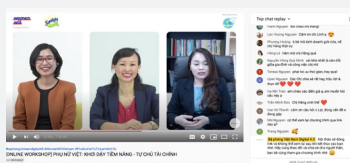


Singapore

SME Leadership Academy was launched, training MSMEs of all stripes from e-commerce sellers to hawker stall owners.

The **Covid-19 pandemic** forced countries into lockdown and offline MSMEs scrambled to adapt.

All Grow with Google programs went online, helping MSMEs stay resilient with digital skills. Courses were streamed live and made available in 6 countries.



Thailand

Saphan Digital was launched nationwide, partnering with private enterprises to provide specialized training, and support in their fields of expertise (e.g. legal advice from our law firm partners).

2021

3 million MSMEs across ASEAN were trained through Grow with Google.

GO DIGITAL ASEAN BY THE ASIA FOUNDATION

In addition to Google's program to train 3 million MSMEs in the SEA region via our philanthropic arm Google.org, we supported The Asia Foundation to launch Go Digital ASEAN, a program which trains underserved MSMEs in all 10 ASEAN countries. The project was approved by the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) and launched in June 2020.



Over

220,000

MSMEs and job seekers were equipped with critical digital skills that enabled them to overcome the challenges of the pandemic.



Go Digital ASEAN



The Asia Foundation

MSMEs IN FOCUS

Digital skills can help businesses of all sizes, particularly those in underserved communities, to expand their economic opportunities and reduce the financial impact of the Covid-19 pandemic.

The entrepreneurs you will meet in the following pages embody the courage and creativity of the millions of business owners in our region. We are honored to have been a part of their stories.

Brunei Darussalam



Cambodia



Indonesia



Laos



Malaysia



Philippines



Singapore



Thailand



Vietnam



MSMEs IN FOCUS:

BRUNEI DARUSSALAM



Hensona, head of the Women's Bureau of the Mendaram Besar Longhouse, is on a mission to empower indigenous residents. After receiving training from the Go Digital ASEAN program run by Google.org grantee, The Asia Foundation, she shared her newfound skills to help other women in her rural community, showing them **how to start digital businesses, increase their income, and stay safe online.**

Since then, the Longhouse residents have used these skills to promote their handmade local products, and were even invited to the Dubai Expo, where they **sold 500 bags.**



Hensona Anak Munah
Mendaram Besar
Longhouse



The involvement from Google.org has been important in the tourism sector, as it enables us to explore and expand across the world without boundaries.



MSMEs IN FOCUS:

CAMBODIA



Before the onset of the Covid-19 pandemic, Samphors worked as a primary school teacher in rural Cambodia. When lockdowns brought her family's income to a standstill, she looked to the small pond in her home and got the idea to start farming fowl. The farm started with just a handful of animals, with a focus on geese and goose eggs. But a lack of digital knowledge made it hard for Samphors to reach beyond her neighborhood, and her eggs were often too expensive for her customers.

One day, when she came across a poster for a Go Digital ASEAN training session run by Google.org grantee, The Asia Foundation, Samphors decided to join in. During the training, she learned how to take great product photos, write strong captions, and ultimately use digital to jumpstart her business. Now, she sees **a strong demand for 20 - 50 goose eggs**, and even sells to customers from other provinces. Moving forward, Samphors now plans to open an eco-tourism farm, where customers can buy organic produce and learn about sustainable living.



Khon Samphors
Family-owned
Agriculture Business



I appreciate the skills learned during the training because they have helped me to see the power of using digital tools for sales and they have allowed me to have big dreams for the future.



MSMEs IN FOCUS:

INDONESIA



Ida Juraiba worked as a *bingka kentang* (Indonesian traditional snack) seller at Meningingting Elementary School from 2003. When the pandemic hit, schools shut, and she lost her only source of income.

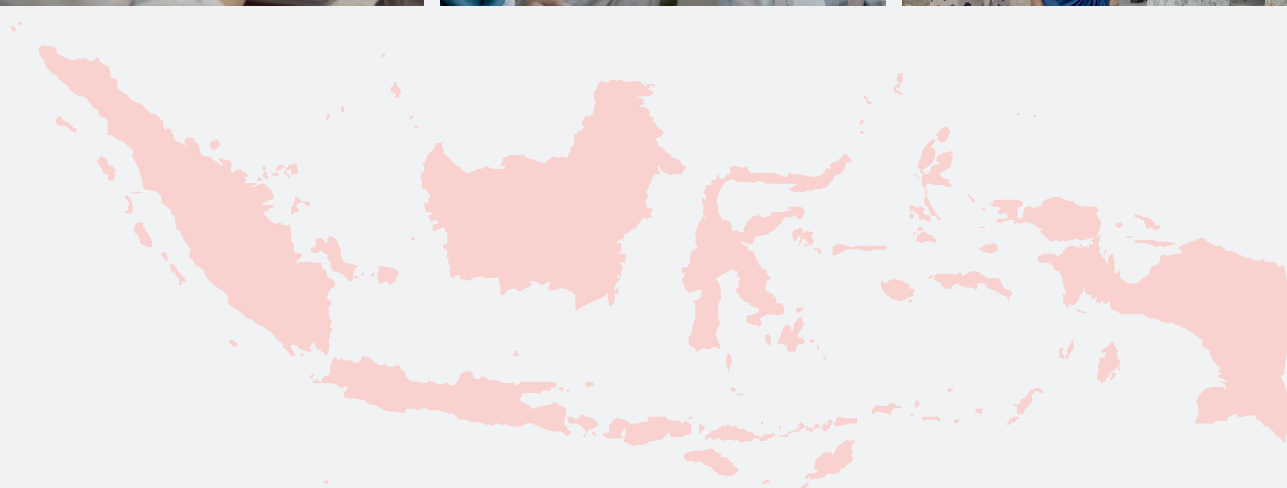
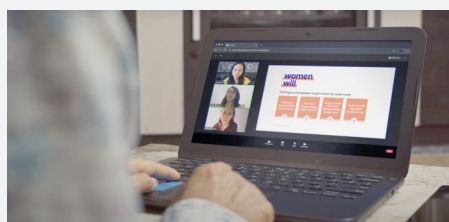
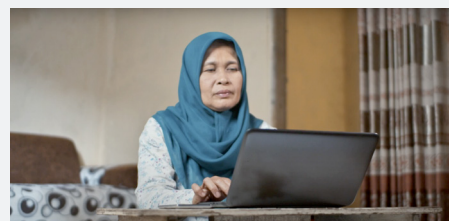
During this difficult time, she stumbled upon Women Will and decided to sign up. There, she learned how to use Google Business Profile to boost her store's visibility and analyze customer reviews to develop new flavors. With determination and new skills, Ida saw an **income increase of 60%** above pre-pandemic levels. She now mentors other women entrepreneurs in her community, helping them to open doors to digital opportunities in their businesses.



Ida Juraiba
Bingka Kentang Lombok



If we are willing to learn, difficult times can be transformed into opportunities.



MSMEs IN FOCUS:



Siliphone runs a small convenience store out of her house. A dedicated mother with an entrepreneurial streak, she worked hard to find a way to still earn a living after having children. But the store took a hard hit when the pandemic struck. As restrictions tightened, customers began requesting for delivery, pushing Siliphone to hire couriers. This led to a bigger challenge: the use of smartphones and digital location-sharing for deliveries left her feeling intimidated and lost.

With ToolaKit, an MSMEs education mobile app developed through The Asia Foundation's Go Digital ASEAN program supported by Google.org, Siliphone learned to keep up with customer demands, use Google Maps to track deliveries, and take orders through digital channels. Siliphone's **business has rebounded to 60% of pre-pandemic sales, and is able to stay afloat.**



Siliphone Nanthapasith
Ms. Champaneth's Mini Mart

“

The world is changing so fast and I have to adapt to it as well. If I were to do business like I used to, my shop would not survive.

”



MSMEs IN FOCUS: MALAYSIA



As the sole breadwinner of his family, Mohd Zaid had to bolster his income when the Covid-19 pandemic struck. He decided to turn his passion into a business and started selling natural soy wax candles infused with scented oils. Like many first-time business owners, he relied heavily on word-of-mouth and struggled to make ends meet.

Through Mahir Digital Bersama Google, he learned about the online shopping behavior of local customers and how to leverage this with Google Ads. In time, his efforts drove a **70% increase in sales revenue**. Today, his candles have reached beyond Malaysia, delighting customers in Singapore and Indonesia.

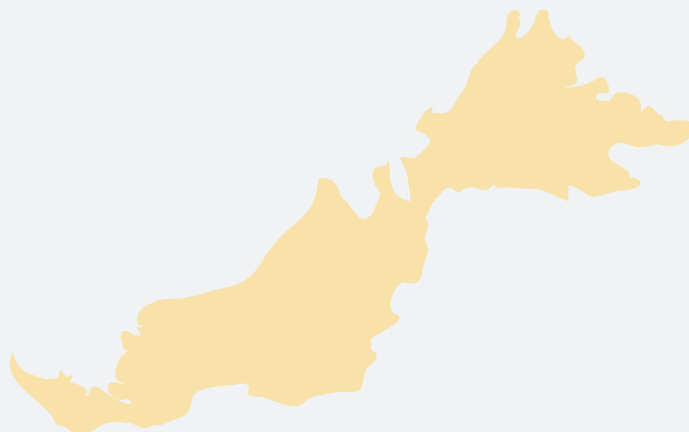
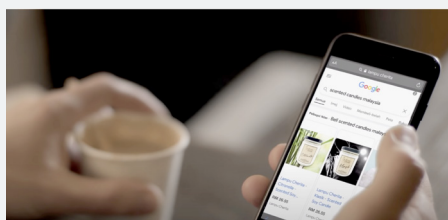
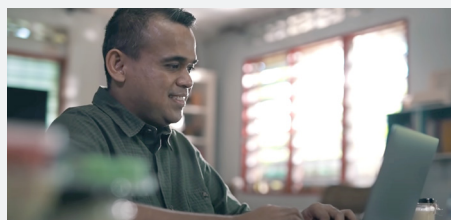
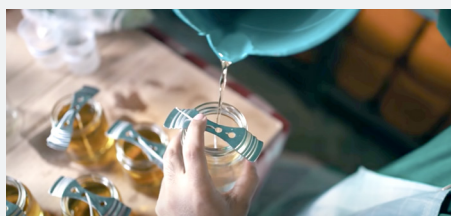


Mohd Zaid Othman
Lampu Cherita

“

It's amazing to see
my natural scented
candles reaching
customers overseas.

”



MSMEs IN FOCUS:

PHILIPPINES



Dalareich Polot founded Ginto Chocolates, a globally recognized line of bean-to-bar chocolates made from locally grown cocoa. She also helped expand the family business to include Dalareich Chocolate House in 2017. But the pandemic dealt the business a heavy blow. The three-year-old Dalareich Chocolate House shop in Tagbilaran City had to shut down.

Dalareich used Google Business Profile to increase the visibility of her business and gather data to understand customer behavior. Through these methods, she was able to drive growth and **eventually landed her biggest business partnership** to date.



Dalareich Polot
Ginto Chocolate &
Dalareich Chocolate House

“

I like it when Google Business Profile sends us reports and customer reviews. They actually motivate me to work harder on our business.

”



MSMEs IN FOCUS:

SINGAPORE



Dr. Jin Wu, who comes from a line of horology businessmen, started Richman Luxury to provide watch lovers with innovative watch-winders. When the pandemic struck, in-store customers usually made up of tourists dwindled to a trickle. To adapt, Dr. Jin Wu started an e-commerce store, but did not know how to promote her online business.

Through Grow with Google, she learned how to drive online sales with Google Ads, and use YouTube to attract new customers. As the **business' online presence grew, so did footfall to the store.**



Dr. Jin Wu
Richman Luxury

“

I rolled them out on digital and social platforms and sold out within three months, with most of my customers coming from Brunei and the US.

”



MSMEs IN FOCUS:

THAILAND



The villagers of Baan Tawai are no strangers to change. In the late 1950s, they switched from farming to wood carving to combat the persistent drought. As years went by, rising competition and dwindling visitors hurt their economy.

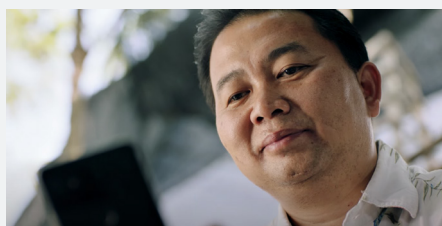
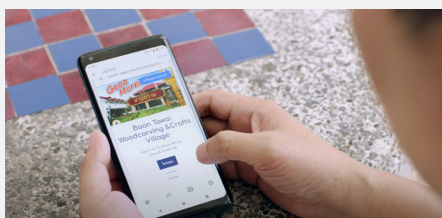
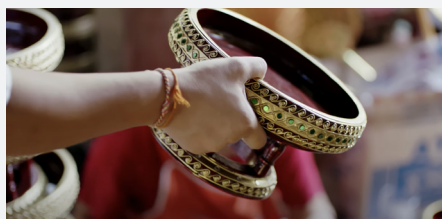
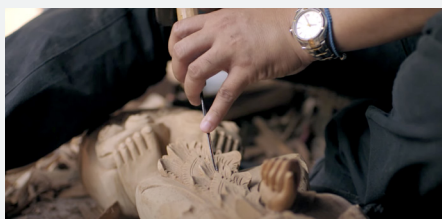
Some villagers took the initiative to join local Grow with Google classes and share their new digital skills with others. Simple steps like listing products on Google Business Profile have helped Baan Tawai's wood carvers bounce back. Since going digital, the number of visitors to Baan Tawai has more than doubled, **raising the village's quality of life** with it.



**Baan Tawai
Wood Carving Village**



It's our job to preserve these traditions and knowledge, so we have something to pass onto younger generations.



MSMEs IN FOCUS:

VIETNAM



Bui Thi Phuc, founder of Sosono Spa, was inspired to start her business after she learned how to make traditional beauty products from her grandmother-in-law. Excited to share her passion for natural beauty, she began promoting her spa through leaflets and social media, but struggled to find customers.

By chance, Phuc stumbled upon Vietnam Digital 4.0. Through its classes, she learned to use Google Business Profile to make sure her spa surfaced in search results when people looked for spas in her area. In just five months, her customers more than doubled, with **foreign patrons contributing to 30% of sales**. She now looks forward to expanding her business and hiring a larger team.

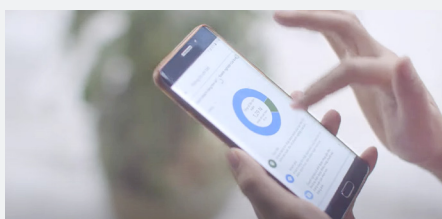
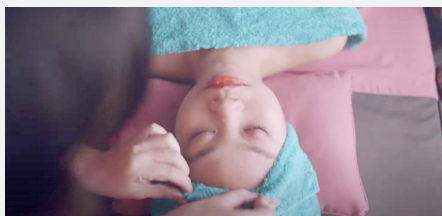


Bui Thi Phuc
Sosono Spa

“

If other Vietnamese entrepreneurs like me learned more about digital, they'd be more confident in business and everyone would benefit.

”



THE JOURNEY TO A DIGITAL ASEAN CONTINUES

To learn more about Google's programs and initiatives,
visit these links:

Grow with Google: <https://grow.google/>

Google.org: <https://www.google.org/>

For details on The Asia Foundation Go Digital ASEAN:
<https://asiafoundation.org/emerging-issues/go-digital-asean/>

