

Grow with **Google**

**EMPOWERING APAC'S
MICRO, SMALL
AND MEDIUM
ENTERPRISES
WITH DIGITAL SKILLS TOGETHER**

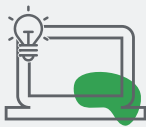


ABOUT THE PROGRAM

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, so they can benefit more fully from the region's digital opportunities.

In Asia Pacific, we deliver online and offline training to 14 countries and in 10 languages, partnering with national, regional and local governments, and businesses. This includes training more than 8.5 million MSMEs in APAC on digital skills to grow their business. 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:



More than

8.5m

MSME workers
trained on
digital skills in APAC¹



Over

77%

said Google tools have
helped the business
through pandemic²



Over

80%

felt more prepared
for the future after
training with Google²

¹Based on people trained through one of Google digital programs in 11 APAC countries : Australia, China, India, Indonesia, Japan, Malaysia, Singapore, Thailand, Philippines, Pakistan, Vietnam

²Based on Kantar Google Impact research 2021; Figures are cross country averages among trainees with business motivation: India (n=1114), Indonesia (n=1571), Taiwan (n=337), Japan (n=396), Australia (n=91), Thailand (n=185), Vietnam (n=475)



IMPACT IN NUMBERS

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



Australia
Over

90%

of MSMEs said that their business is now more prepared to work and/or connect remotely.¹



Japan
Over

90%

of MSMEs were inspired by what they learned.¹



Taiwan
Over

90%

of MSMEs said that their digital skills have improved.¹



India
Over

90%

learned new ways of doing things to benefit the business.¹



Indonesia

80%

of MSMEs have seen an increase in customer engagement.¹



Vietnam

94%

of MSMEs were able to keep their businesses operating during the pandemic.¹



Thailand
Over

80%

of MSMEs have effectively created or updated their online presence.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

Sources

¹Based on Kantar Google Impact research 2021: Figures are cross country averages among trainees with business motivation: India (n=1114), Indonesia (n=1571), Taiwan (n=337), Japan (n=396), Australia (n=91), Thailand (n=185), Vietnam (n=475)

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

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

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

THANK YOU



Bringing more MSMEs into the digital economy and upskilling more than 8.5 million MSME workers in APAC 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

India:

Small Industries Development Bank of India (SIDBI)

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

Japan:

Youth Leagues of Societies of Commerce and Industry
The Japan Chamber of Commerce and Industry
Junior Chamber International Japan
Japan Center for Regional Development
Japan External Trade Organization (JETRO)

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

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.

Japan



India



Indonesia



Vietnam



Thailand



Malaysia



Philippines



Singapore



MSMEs IN FOCUS:

JAPAN



Brick-and-mortar stores had always been the primary focus for **SLOW**, a handmade leather goods brand from accessories maker Inoya. With 9 urban boutiques across Japan, plus distribution through major department stores, the brand launched its e-commerce business as a secondary channel about 2 years before COVID hit.

SLOW's Brand Director Yoshito Fukada was skeptical about the value of their online presence at first. But he saw the true impact of their digital transformation during the pandemic.

"With a lot less people visiting our stores, we saw a significant drop in offline sales in the beginning of the pandemic," says Yoshito. "E-commerce sales helped us cover the loss, and that's when I realized the real value of being online."

SLOW now uses multiple online channels to tell its brand story and keep a high level of customer engagement, including the official website, YouTube channel, and **Google Ads**.

It was Keisuke Tanaka, Digital Specialist at SLOW, who believed the brand had the potential to grow online. He convinced Yoshito to enrich the website content and start boosting it with ads, which resulted in a 7x increase in online sales. Even in the summer, which is typically a slow season, growth was steady.

They also started making data-driven decisions on their product portfolio, based on the Ads performance result. It's now an invaluable channel for them to learn what customers want.

Yoshito is now convinced that online channels are just as important as their offline stores.

"There's a clear synergy between them," he says. "I now hear everyday from our customers that they saw our ads online and decided to visit our store."



Yoshito Fukada
SLOW

"We saw a significant drop in offline sales in the beginning of the pandemic. E-commerce sales helped us cover the loss, and that's when I realized the real value of being online."



MSMEs IN FOCUS:

INDIA



Not long before celebrating the 40th anniversary of **Nazrana Chikan**, the clothing retail and manufacturing business he owns his brother Dilip, Mohnish Khairajani made the decision to shift his business to digital, changing nearly everything about how he runs the company.

Up until then, all sales were conducted through Nazrana Chikan's four stores in Lucknow and Chandigarh. Business operations were traditional, much like the product line itself, which features intricate Chikankari needlework designs. Since its founding in 1981, Nazrana Chikan had grown to provide jobs for thousands of people, including its own employees and the large network of artisans involved in the manufacturing process.

COVID was a huge setback for the business. The stores shut due to the lockdown, leaving both the retail and wholesale units with no sales during peak season. Production was severely impacted, and ready stock went to waste due to safety concerns. Facing a near financial collapse, Mohnish decided to sell one of the stores to pay everyone 50% of their salaries, just so they could sustain themselves.

But Mohnish also saw the pandemic as a chance to start anew.

In March 2020, he shifted Nazrana Chikan's focus to selling online, upgrading its display-only website into an e-commerce site. He began using **Google Workspace** to help with digitizing inventory, connecting with wholesalers remotely, and hosting internal meetings. He also saw immediate results from **Google Ads**, including a 300% increase in traffic to the website and a 200% increase in sales.

"Without digital tools, our business would have been stagnant and we would have missed out on a lot of opportunities," says Mohnish.

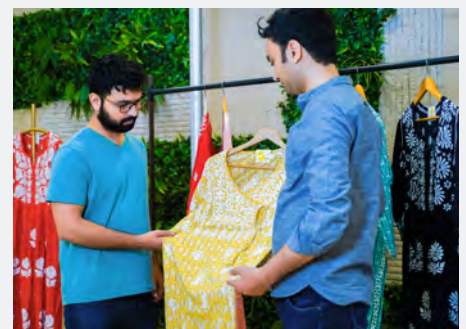
After all of the concerted efforts to digitally transform Nazrana Chikan, the business eventually recovered from the losses it incurred and has a bigger reach than ever. Mohnish is hopeful that he can continue to evolve the business and build valuable relationships with the help of digital.

"In the past 40 years, our customer-centric approach has been our biggest strength," says Mohnish. "Now, we would like to replicate the same level of service in the online space."



Mohnish Khairajani (he/him)
Nazrana Chikan Clothing
Retail and Manufacturing

“Without digital tools, our business would have been stagnant and we would have missed out on a lot of opportunities.”



MSMEs IN FOCUS:

INDONESIA



When Nurdini Prihastiti (Dini) decided to become an entrepreneur, she wanted to create a business that wasn't just about growing revenue, but also about spreading kindness in her community. Her online journey has empowered her to do both.

In 2015, when Dini and her husband Bheben Oscar launched their wholesale clothing manufacturing company, **Indogarment**, much of their business was offline, and they relied on personal connections to spread the word about their products. They created a website, but had little digital experience.

Then, Dini decided to take a **Gapura Digital** course. She learned about the importance of using social media platforms, the benefits of building an online presence, and how to reach new customers with digital marketing.

Soon afterward, Dini started using **Google Ads** and also updated Indogarment's **Business Profile**. As a result, the company saw more than 100% growth between 2017 and 2018, and sales have continued to increase from year to year. Currently, 70% of its sales come from online customers.

"We get a lot of new clients because companies search for their vendors online, and they get information about Indogarment from our Business Profile," says Dini.

During the pandemic, orders were delayed and sales declined, but by adding retail to its offerings, the business survived. By the end of 2021, both wholesale and retail sales were back up.

"It's important to keep adapting in business," Dini explains.

Now, she wants to inspire other women to start their own businesses. Beyond Indogarment, Dini does mentoring for the entrepreneurship program at SBM ITB and facilitates **Women Will** courses in Bandung. She also launched Khana Home Dress, a clothing brand that gives stay-at-home mothers the chance to earn income as resellers.

"In this environment, we are grateful that we can provide job opportunities for people," she says.



Nurdini Prihastiti (she/her)
Indogarment

“We get a lot of new clients because companies search for their vendors online, and they get information about Indogarment from our Business Profile.”



MSMEs IN FOCUS:

VIETNAM



Thu Hoai Nguyen sells handmade, traditional Vietnamese cakes with her Hanoi-based company, **Banh Chung Nuong Bac**. When the pandemic hit, she realized that old-fashioned ways of working weren't going to sustain the business and cater to the changing customer needs. Thu Hoai saw that she needed to adapt quickly to make it easier for customers to shop online.

She updated the company's website so customers could order directly from Nuong Bac, not just through food delivery apps, and she found new ways of connecting with customers on digital platforms, including with **Google Business Profile**. Thu Hoai also digitized her business operations with **Google Workspace** so some staff members could work remotely, both saving costs and creating efficiency.

"Observing, learning and the courage to transform are essential for businesses to survive and grow in the digital era," she says.

Results of Nuong Bac's digital transformation were significant. Revenue increased by 20% from 2020 to 2021, and the number of new customers nearly doubled. Staff operations also ran more smoothly with the introduction of online meetings and trainings.

Empowered by sales success, a loyal customer community, and supportive relationships with other small business owners, Thu Hoai says the next challenge for Nuong Bac is to use digital to connect with international consumers.

"We understand that our business performance depends on our responding to customer needs, and the only way to survive in a changing world is to be able to adapt quickly to the new needs in a new way," she says.

Soon, with the help of digital, Thu Hoi hopes to grow as an import business, bringing Banh Chung's authentic Vietnamese flavors to new customers in markets such as Japan, Korea, and beyond.



Thu Hoai Nguyen (she/her)
Banh Chung Nuong Bac

“Observing, learning and the courage to transform are essential for businesses to survive and grow in the digital era.”



MSMEs IN FOCUS:

THAILAND



Kochakorn Puraya, who goes by the nickname Hook, started her specialty garment brand **Hook Best Look** in 2014, as a side business to her day job in Bangkok. Sales were modest for the first few years, but revenue started to grow noticeably when she began proactively focusing on digital marketing.

The business has always been online-only, but initially, Hook relied on word of mouth and social media to sell her unique chest-binding bras, which she created as a comfortable alternative to existing products on the market. Her customers are people in the LGBTQ+ community who, like her, want to create a smoother, flatter line under their clothing.

When Hook began experimenting with **Google Ads** in 2017, the results were almost instantaneous, contributing to exponential growth. Hook Best Look's monthly revenue grew to 10 times the average monthly earnings from her first year.

Hook also was able to discover how many LGBTQ+ customers were searching for a product just like hers. Although chest-binding bras are a niche market, the demand is there. And creating a **Google Business Profile** helped more potential customers discover and learn more about her business.

"Our products served an untapped need," she says. "As long as you have the idea and the drive, do not wait to start your business. Google's tools make building a customer base easier, and they deliver real results."

During the pandemic, Hook took a pay cut in her day job, and her customers had less purchasing power, too. But she was able to adapt ad spending, maintain the supplemental income, and continue building brand loyalty. Now, based on customer feedback, she's developing a more comprehensive product line and looking to sell internationally.

"Hearing from new customers that our products are something they've been seeking is rewarding," Hook says. "I'm happy that I get to do what I love and what represents who I am."



Kochakorn Puraya
("Hook") (She/Her)
Hook Best Look

"As long as you have the idea and the drive, do not wait to start your business. Google's tools make building a customer base easier, and they deliver real results."



MSMEs IN FOCUS:

MALAYSIA



Founded in 2019, Malaysian food supplier **Just Sear** moved operations to a central kitchen in March 2020 to cope with increasing consumer demand. But a week later, lockdowns were announced. Owner Nur Saheran bin Abdul Hamid had to figure out how to scale production and maintain quality in the new space. He also realized he needed to set up an online store and double down on digital marketing efforts.

Saheran quickly moved his inventory management system online and built his website for a more convenient customer experience. He spent time building his **Google Business Profile** so he could easily be found on Search and Maps. And he invested in digital marketing to reach more customers, which helped him maintain a consistent revenue.

In less than three years, Just Sear went from selling frozen, pre-cooked steaks from home to managing an online inventory of up to two tons of meat each month. Saheran credits his company's swift digital transformation for its ability to scale so quickly amid the pandemic.

"Having an online presence and using digital tools is a must for most businesses that are serious about expansion and growing," he says. "The pandemic certainly accelerated our company's digitalisation plan. It is important for businesses to be flexible and pivot when needed."

Despite the pandemic and limited resources, the company doubled its sales within 6 months of implementing SEO best practices, upgrading its Business Profile, and using **Google Ads** to drive people to the website.

With 8 in 10 digital merchants such as Just Sear predicting over half of their sales to come from online sources in the next 5 years, we can expect to see businesses in Malaysia and across the region continue to grow with digital tools in the decade ahead.



Nur Saheran bin Abdul Hamid (he/him)
Just Sear

“Having an online presence using digital tools is a must for most businesses that are serious about expansion and growing.”



MSMEs IN FOCUS: PHILIPPINES



In the early days of his chili garlic sauce business, former pharmacist Gerome Panlilio had dreams of selling his spicy creations in stores everywhere. But with no business background and limited sales channels such as bazaars and events in Quezon City, he struggled to turn [Germano's Chilli](#) into a full-fledged brand.

Over time, Gerome gained the skills to run the business and eventually sell through his website. He made significant progress after attending Google's training workshops in 2018 and again in 2021. The sessions helped Gerome improve branding of his product using Search insights and bring customers directly to his online store by putting Germano's Chilli on both Google Search and Maps with [Google Business Profile](#).

"Through these helpful tools, I was able to gain brand awareness that turned into more sales," says Gerome. "The seminars also taught us how to adopt and pivot during the pandemic, which allowed us to continue selling online."

From 2021 to 2022, Germano's Chilli's online sales have grown by 90%. Now, not only does the sauce sell well locally through local supermarkets, but Gerome is also working on bringing his products to the U.S. through a major Filipino retail supermarket.



Gerome Panlilio
Germano's Chilli

“Going online has helped my business immensely. It also taught me how to create a resilient business model that is ready to address challenges.”



MSMEs IN FOCUS:

SINGAPORE



Richman Luxury owner Jin Wu has deep ties to the world of high-end watches. Influenced by her father and brother who have been selling pre-owned luxury watches for many years, Jin founded her own Singapore-based watch accessories company a decade ago to complement her family's business.

Before the pandemic, Jin sold her products through a retail shop and digital carousel ads, but she didn't have a website. The majority of her in-store customers were tourists from overseas. But when shops were forced to close for 4 months during the lockdown, sales dried up and she realized she urgently needed to pivot into the digital space to stay afloat.

A friend recommended **Grow with Google** courses to her, so she could learn how to establish an online presence. After taking several courses, Jin started setting up a website, posting on social media, and uploading product photos and store info to Richman Luxury's **Google Business Profile**.

"I felt more confident after the training. It enabled me to review my performance and be better, digitally," she says.

To boost traffic to the Richman Luxury online store, Jin started experimenting with **Google Ads** and Youtube and saw dramatic results: a more than 50% increase in sales, more business inquiries, and even increased footfall at the boutique. Now her store is more visible, and customers have gotten to know it better.

In the year ahead, Jin plans to focus on branding and marketing so that Richman Luxury can reach 100% online sales, with a larger share of international customers.



Dr. Jin Wu
Richman Luxury

“Every industry and every organization will have to transform itself in the next few years. We need to use digital to continue accelerating and innovating our workplace, so we can reach a wider audience around the globe.”



THE JOURNEY TO A DIGITAL APAC CONTINUES

Google is committed to providing digital opportunities for more businesses.

To learn more about our programs and initiatives, visit g.co/grow/together

