

2022 Global Summit of Women

Empowering business innovation and growth in the Digital Decade

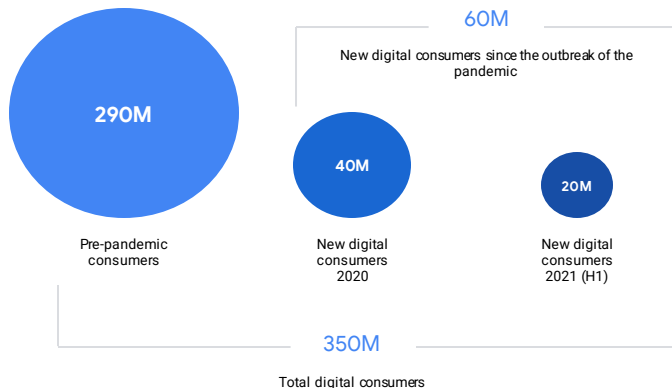


Jackie Wang

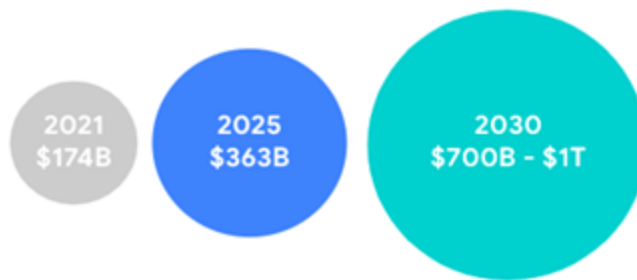
Country Director of Google Thailand

Southeast Asia enters its “Digital Decade”

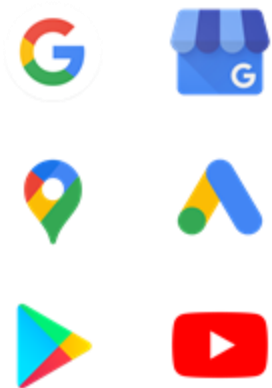
- 1 **60 million** new digital consumers added since the pandemic began



- 2 By 2030, the SEA internet economy could reach **\$1T GMV**



Tools That Enable Businesses to Digitize



Market Finder

Think with Google



SefaMerve fashion does it in style with Google

“We now have a much clearer idea of the specific needs of customers in our various markets. Google helped eliminate many of the barriers we had been facing for a while.”

Mehmet Metin Okur, Co-founder and Chairman, SefaMerve

20%

Rise in online transactions

18%

Drop in declined payments

140%

YoY revenue growth

Empowering Thais with Digital Skills

Saphan Digital

Teaching Thai businesses, NGOs and individuals with digital skills to maximize their business and employment opportunities

- **Trained over 100,000 businesses and individuals**
- **58% women**

99%
learned a new
digital skill that
benefit their
business

75%
said Google helped
with **keeping their
biz in COVID-19**

83%
created/updated
their **online
presence**

In partnership with:



Grow with Google

Fulfilling commitment to train **3 million** SME workers across all 10 ASEAN countries

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.

Google