



Google and Lazada Provide Free Digital Skills Training to Online Sellers

Training courses now available to all merchants on the Lazada University portal and small businesses in Southeast Asia on the Grow with Google website

Singapore, November 2, 2020 - Google and Lazada today announced free training courses for online sellers that will equip them with digital skills and help their businesses grow. Ahead of the busy holiday shopping season, the partnership aims to provide small retailers with more educational resources to improve their online presence, especially during this challenging year.

On the [Grow with Google site](#), small businesses across Southeast Asia can access free short courses by Lazada University as well as new interactive minicourses via the Google Primer app. The training courses will cover topics such as business strategy and digital marketing and will help address barriers of entry to starting an online shop. Lazada merchants can access the co-created content directly on the Lazada University Portal, with curriculums tailored for each country. They can also participate in sessions conducted by Google experts that are live-streamed on the Lazada University site.

"E-commerce has become an integral part of daily life for millions of Southeast Asians, and with more people shopping from home, we want to empower small businesses with the skills to thrive in this online environment," said Ben King, Director, Google. "We've committed to train 3 million SME workers in Southeast Asia on digital skills, and have already provided training to 2 million individuals. We're excited to partner with Lazada as they share their expertise and help us extend our support to thousands of merchants on their platform."

"We are also delighted to be partnering with Google on this initiative, which comes at just the right time, ahead of year-end mega shopping festivals like 11.11 and 12.12," said Jon Chin, Regional Head of Seller Growth and Engagement at Lazada. "We expect that it will be peak onboarding season during and after these sales campaigns, so this partnership can help equip sellers with digital skills in a short period of time, which will enable them to tap into online opportunities and ride on the year end holiday season to boost their sales. Given that in the past year, we have seen an online migration of sellers onto our platform, we expect that this initiative can support many SMEs across the region to transition effortlessly into digital commerce."

To learn more about Google's resources for small businesses, visit [Grow.Google](#). To learn more about selling on Lazada and access to eCommerce topics, visit <https://university.lazada.sg/>

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About Google

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Google Cloud, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

**About Lazada**

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada has been the Southeast Asia flagship platform of Alibaba Group powered by its world-class technology infrastructure.