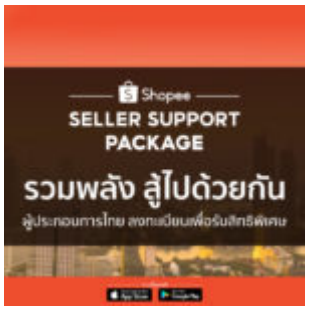
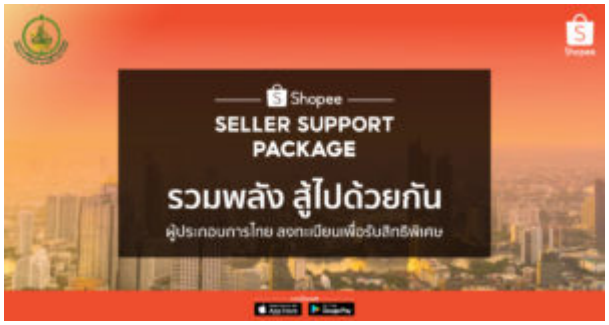
Ministry of Digital Economy and Society and Shopee jointly announce 500 million THB Seller Support Package, aims to benefit up to 1 million Thai SMEs





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The Seller Support Package offers up to 5,000 THB per seller, to help SMEs through the Covid-19 period by maintaining business sustainability and growth

BANGKOK, 23 April 2020 – The Ministry of Digital Economy and Society (DES) collaborates with Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, to launch the Shopee Seller Support Package, as part of its #ShopeeTogether initiative. The 500 million THB Shopee Seller Support Package aims to help Thai Small and Medium Enterprises (SMEs) and sellers whose businesses have been adversely affected by the Covid-19 outbreak, by helping them to maintain business sustainability and competitiveness. The Shopee Seller Support Package aims to support up to 1 million SMEs and sellers nationwide, and is Shopee's largest seller support initiative yet.

Mr. Buddhipongse Punnakanta, Minister of Digital Economy and Society (DES) stated that "Since the Covid-19 outbreak has been impacted in many sectors, including SME businesses. Thai SMEs and entrepreneurs have seen a decline in sales and revenue because their offline businesses were disrupted by the covid-19 pandemic. Our prime minister, General Prayut Chan-o-cha, recognizes the importance of recovery scenarios and has a policy for all departments to help and support people in every sector. For the offline retailers, DES has collaborated with private sectors including Shopee, an e-commerce platform, for the "Shopee Seller Support Package". This initiative aims to provide both new sellers who want to expand their businesses online and existing sellers with the support that they need during this period. This support package serves to help SMEs reduce offline operational costs, gain the necessary skills and knowledge to sustain and grow their online

businesses, and to continue serving consumers who are increasingly shopping online. DES will continue to explore partnerships to support Thai SMEs, entrepreneurs and consumers."

The Shopee Seller Support Package aims to support both local SMEs and sellers with existing online presence as well as those looking to expand their businesses online, through the provision of education, funding and subsidies. It serves to soften the economic decline faced by Thai SMEs and sellers, by empowering them with more sales and growth opportunities, reducing their operational costs and facilitating their long-term business sustainability

Mr. Terence Pang, Chief Operating Officer of Shopee said, "In collaboration with the Ministry of Digital Economy and Society, the Shopee Seller Support Package is part of our larger commitment to support Thai communities through this Covid-19 period, under our #ShopeeTogether initiative. The Shopee Seller Support Package also presents an opportunity to accelerate the digitisation of offline SMEs and sellers; to support and empower them with new skills to develop an online business strategy that ensures long-term business sustainability beyond the Covid-19 period."
The Shopee Seller Support Package will be open for application from 23 April to 31 May 2020 for all SMEs and sellers in Thailand. It will feature benefits in 3 main areas:

1. Sales and marketing support: SMEs and sellers who register for the package will receive up to 5,000 THB worth of sales and marketing support to boost their online visibility and sales; including advertising credits and seller vouchers. In order to ease SMEs and sellers' operational costs, Shopee will also be providing shipping subsidies.

2. Online educational courses: Shopee will be offering free online courses in basic and advanced levels via the newly launched Shopee E-Learning platform, as well as the Shopee University Youtube and Webinar channels. To encourage sellers to upskill themselves, Shopee will provide advertising credits to help sellers grow their online visibility and kick start their online business, targeting 1 million sellers.

3. All other existing seller benefits: New SMEs and sellers looking to start their online businesses on Shopee can continue to enjoy all existing benefits, including zero registration fees and 0% commission fee for marketplace sellers.

In addition, Shopee will continue to drive partnerships with other leading industry players to provide SMEs and sellers with more comprehensive support. Some ongoing partnerships including the collaboration with Thailand Post to offer special shipping subsidies and aid on daily necessity products, starting from 10 April to 10 May 2020. Also, the SME digital loan initiative with KBank that allows SMEs and sellers to conveniently apply for a loan via the Shopee platform, with a quick approval process of 3 days.

"With more people turning to e-commerce in light of the Covid-19 situation, we want to be able to provide our Thai SMEs and sellers the support that they need to adapt to, thrive and succeed during this challenging period. We will continue to closely monitor the situation and adapt quickly where required, to support the evolving needs of the Thai community including our buyers, sellers, partners, and communities affected by the Covid-19 outbreak," closed Pang.
For more information and sign up for the Shopee Seller Support Package, please visit www.shopee-seller-support.com
Download the Shopee application for free through the App Store or Google Play.

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About Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.