ICDL ASIA PARTNERS SHOPEE AND SINGAPORE NATIONAL EMPLOYERS FEDERATION TO ENHANCE ITS DIGITAL MARKETING PROGRAMME

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ICDL Asia, Shopee, and Singapore National Employers Federation (SNEF) jointly announced collaboration efforts to enhance the ICDL Digital Marketing programme for working professionals and companies in Singapore. Conducted online due to the circuit breaker rules, the pilot class attracted 20 participants across different industries.

The collaboration between ICDL Asia, Shopee, and SNEF started in early 2019, where ICDL Asia and SNEF hosted a seminar for small and medium enterprises (SMEs) to gain insights into digital marketing. This was in line with Singapore’s vision to prepare the workforce for the Digital Economy. Shopee, Asia’s leading e-commerce platform, was invited to share valuable experiences and best practices. Since then, the three partners have worked together to enhance the Digital Marketing Programme, incorporating Shopee’s real-life digital marketing case studies. This exercise of localisation and contextualisation was aimed at bringing a more practical and hands-on approach to learners, especially for SMEs and entrepreneurs aspiring to start a venture in the e-commerce sector.

‘Shopee remains committed to empowering the growth of entrepreneurs, businesses, and SMEs, even more so during this challenging time. By enhancing ICDL’s Digital Marketing programme through this partnership, our aim is to equip sellers and SMEs with the necessary skills in digital marketing to build successful, sustainable, and long-term e-commerce strategies. Shopee prides itself on nurturing an entrepreneurial ecosystem and we look forward to working with ICDL Asia and SNEF to continue investing in the businesses of tomorrow’, said Tiger Wang, Head of Marketing, Shopee Singapore.

‘At SNEF, we strongly believe each enterprises need to develop more digital marketers who can constantly looking for ways to find strong business insight from their digital efforts. Using big data to develop smarter programs that connect to business impact, build a social intelligence practice that will move past the data - to action, optimise and ROI for the organisation. The digital marketing initiative in partnership with ICDL Asia and Shopee is very timely in such unprecedented times like now.’ said Stephen Yee, Assistant Executive Director, Singapore National Employers Federation.

‘Committed to developing a digitally competent workforce in the world, we set the international digital skills standard but at the same time we need to adapt to the local needs and specific requirements in a certain industry. This collaboration is one of our initiatives in ICDL Professional
series of programmes, and we welcome more industry partners to join us.’ said Tina Wu, General Manager, ICDL Asia.

About ICDL Asia

ICDL Asia is the Asia subsidiary of ICDL Foundation, a Not-For-Profit Global Social Enterprise dedicated to raising digital competence standards in the workforce, education and society. Our certification programmes, delivered through an active network in more than 100 countries, enable individuals and organisations to assess, build and certify their competence in the use of computers and digital tools to the globally recognized ICDL standard.

As a non-profit social enterprise, ICDL Foundation benefits from the unique support of experts from national computer societies and partners worldwide to develop vendor-independent standards which define the skills and knowledge required to use digital technology effectively. We work with education and training partners, local and regional authorities, national governments, international development organisations as well as public and private sector employers in all sectors, in the delivery of our programmes.

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.

About SNEF

SNEF is registered as a trade union under the Trade Unions Act. It is the national trade union of employers, the counterpart of the National Trades Union Congress (NTUC), representing the interests of all sectors of the economy. It is an independent, autonomous non-profit organisation funded by membership fees and revenue from consultancy, training, research and other activities.

SNEF is supported by more than 3,300 corporate members, which employ over 800,000 employees, across all sectors of the economy. As part of our commitment to our members, SNEF provides a wide range of assistance programs and services including training to support members in their efforts to achieve excellence in responsible employment practices and workforce transformation.
Building strong relationships with our members is important to us. Their support and inputs contribute to the shaping of labour policies that enable both unionised and non-unionised organisations to enhance harmonious union-management relations, employer-employee relations, productivity and competitiveness.

Contact

ICDL Asia
Chelsea Zhuang Chen
Email: chelsea.zhuang@icdlasia.org

Shopee
Avinash R
Email: avinash.r@shopee.com

SNEF
Lim Yu Yi
Email: yylim@snef.org.sg