



Shopee Launches New Feature to Promote Local Products through #ShopeePilihLokal

Together with local business owners, Shopee provides easy access to a wide selection of local products from various categories

Jakarta, April 19, 2021 – Shopee Indonesia presents a new feature **#ShopeePilihLokal** as a medium to promote a variety of local products from Shopee's local business owners, including SME sellers and local brands. With #ShopeePilihLokal, Shopee together with Local Business owners strive to increase the Indonesian's interest in high quality local products as well as awareness of the importance of the society's role in the movement of the Indonesian economy. In the excitement of this launch, users can enjoy **up to 80% discount and 50% voucher**.

Handhika Jahja, Executive Director of Shopee Indonesia, said, "Shopee is committed to be part of government programs aimed at encouraging and supporting the sustainability of SMEs in Indonesia. In a series of Shopee Big Ramadan Sale campaigns, we realized this initiative through our dedicated #ShopeePilihLokal feature that is aligned with government program *Bangga Buatan Indonesia* campaign. We hope that this initiative can further introduce the variety of high quality local products at Shopee to Indonesians, and simultaneously inspire more and more local businesses to join and grow with Shopee."

As time goes by, the potential for local products is growing, especially in the variety of products and prices offered. This is also reflected in the high interest in local business where local sellers dominate with 97% of sales at Shopee Indonesia. Users make use of this to meet needs from various popular local categories and products:

- Beauty Category; many users take advantage of a series of attractive offers to shop for their most favorite products such as Face Serum, Sunscreen and Lipstick
- Fashion Category; Hijab, pants and shoes are the most sought after products
- Home Appliances Category, Bookshelves and Decorative Lights are among the most purchased local products

In #ShopeePilihLokal users can find various choices of local products with interesting promotions **up to 80% discount and 50% voucher** in one destination, such as:

- **Best promotions from favorite local brands** such as Somethinc, Erigo, Scarlett Whitening, Roughneck 1991, Screamous, AdorableProjects, and many more.
- **Exclusive collaborations** with popular local brands such as Brodo, Visval, Rough Roughneck, Geoff Max and many more with discounts up to 70%.
- **Various local products from SMEs**, from selected collections including Local Viral Product, Artisan Product, All Under Rp99.000, and Local Go Global products.

This initiative was supported by discussions held at the "**Media Gathering: Showcasing Local Products though #ShopeePilihLokal**" event together with 3 representatives of local business



actors who participated in #ShopeePilihLokal namely, **Muhammad Sadad, Chief Executive Officer at Erigo**; **Dian Fiona, Co-Founder at JINISO**; and **Irene Ursula, Founder at Somethinc**. The three speakers discussed about their local business journey and how #ShopeePilihLokal supported the continuity of their business.

Irene Ursula, Founder at Somethinc, said, "Getting the community to trust in local products is not easy, especially in the beauty category. With #ShopeePilihLokal, new and upcoming local businesses like us can gain more exposure while focusing on improving quality and product innovation."

Dian Fiona, Co-Founder at JINISO, added, "One of the challenges that is often encountered by the public is the difficulty in finding a local product or local brand name. As the saying goes, do not know, means do not love. With this initiative, the public can easily find a platform dedicated to providing a wide selection of local products. Hopefully this initiative can also help our business to continue to thrive."

"The #ShopeePilihLokal is an initiative that can help raise and strengthen the awareness of local products in the country, especially with the convenience provided for local businesses and users. This is an important first step in developing a business and competing in the world market. Through this initiative, we hope to encourage more people to love Indonesian products. Because if we don't love the products of our own country, who will?" concluded **Muhammad Sadad, CEO at Erigo**.

Users can support local businesses and enjoy the best offers and programs with a wide selection of local products at the Big Ramadan Sale campaign which lasts until **May 5th, 2021**. Promotions include Free COD Shipping IDR 0, Goyang Berkah 10M and Murah Lebay Collection.

Download the Shopee app for free on the App Store or Google Play Store, and activate ShopeePay.