



## Filipino MSMEs can now tap into international markets through Shopee's #TatakPinoy International



**MANILA, PHILIPPINES (5 October 2023)** - Shopee is breaking barriers and opening up new horizons for Filipino Micro, Small, and Medium Enterprises (MSMEs) with the launch of **#TatakPinoy International**. This groundbreaking initiative empowers local sellers to expand their business and connect with international customers, strengthening the global presence of Filipino brands. It will also empower Filipino entrepreneurs and artisans to showcase their talents and products to an international audience, promoting Philippine culture, craftsmanship, and ingenuity globally. This free program will be available first to Shopee's markets in Singapore and Malaysia.

#TatakPinoy International represents a significant stride towards Shopee's mission of empowering Filipino businesses in the digital era by giving them opportunities to grow, develop, and reach a wider audience. This can be seen in Shopee's efforts through their various services and features, such as Shopee Live, Shopee Affiliates, and Shopee University, which offer sellers an avenue to learn how to start their e-commerce business, upscale their brand, and form tight-knit communities with KOLs and buyers simultaneously.



“Shopee’s core mission has consistently been to support the growth and success of Filipino entrepreneurs. We’re excited about their potential to expand their presence globally through #TatakPinoy International. This underlines our unwavering dedication to fostering local economic growth and forging sustainable opportunities for our community of local MSMEs. We will remain committed to harnessing the transformative potential of technology to facilitate long-term growth for our Filipino sellers,” shared **Vincent Lee, Head of Shopee Philippines**.

#TatakPinoy International will soon be open to all Shopee sellers, promising a shopping experience with seamless cross-border logistics support. This is similar to its present system, yet with a broader reach. It will help Filipino sellers connect with overseas buyers, which Shopee and its third-party logistics partners will process to fulfill the order successfully. Shopee sellers and brands can maintain their local selling experience but can now reach a wider buyer pool and higher order volume to expand their consumer base to Shopee users in other markets.

Shopee’s new program is a significant development for the Philippine e-commerce market and aligns with the Philippines’ broader economic goals. It is expected to benefit local sellers and enhance cultural exchange and collaboration across Southeast Asia.

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### **About Shopee**

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee promotes an inclusive and sustainable digital ecosystem by enabling businesses to digitalize and grow their online presence, helping more people access and benefit from digital services, and uplifting local communities.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. Shopee is also a key contributor to the region’s digital economy with a firm commitment to helping homegrown brands and entrepreneurs succeed in e-commerce.

Shopee is part of Sea Limited (NYSE: SE), a leading global consumer internet company. Sea’s mission is to better the lives of consumers and small businesses with technology through its three core businesses: Shopee, Garena, and SeaMoney.