



**For Immediate Release**

## **Google supports 3,000 locals through a new jobs and skills initiative to boost employment and employability outcomes under the SGUnited Jobs and Skills Package**

- *On-the-job skills training with Google and its partners for up to 600 entry-level and mid-career jobseekers*
- *Google will offer 100 job placements at its Singapore office with the remaining 500 vacancies offered by its key partners including Dentsu Aegis Network, Omnicom Media Group, Publicis, Sephora and Trip.com*
  - *Another 2,400 places for training courses in Digital Marketing and Cloud Technology*
- *Google will be the first tech company to partner the government in offering meaningful skills upgrading opportunities at such a scale across the ecosystem*

**Singapore, 20 July 2020** – Google, Economic Development Board (EDB), Infocomm Media Development Authority (IMDA) and SkillsFuture Singapore (SSG) today announced [Skills Ignition SG - A Grow With Google Program](#) in support of the SGUnited Jobs and Skills Package. A new jobs and skills training initiative for 3,000 local entry-level and mid-career jobseekers, this is aimed at boosting their employment and employability outcomes, and providing vital industry experience amid a challenging labour market. This latest initiative is also aligned with the efforts of the National Jobs Council which will provide jobs and training opportunities in various sectors and cater to every skill level.

Based on Google's tried and tested curricula, Skills Ignition SG offers two programmes, one focusing on providing on-the job training opportunities and another focusing on skills upgrading in areas of Digital Marketing and Cloud Technology, supported by IMDA and SSG respectively:

- a. A nine-month place and train programme for up to 600 applicants, where participants will do three months of online vocational training before moving on to six months of hands-on work experience with employers. Starting October, Google will make available 100 positions in Singapore with the remaining 500 positions will be supported by Google's key partners (initial list of participating companies available in the Annex).

The place and train programme is open to all local graduates, professionals, and jobseekers, with its training programme fees entirely paid for. Successful applicants will be informed of their host companies before the programme begins and receive a monthly salary while undergoing training. The programme is supported by the [Company-Led Training Programme](#) under TechSkills Accelerator (TeSA) initiative, by IMDA.

- b. Two six-month full-time training courses in the areas of Digital Marketing and Cloud Technology for up to 2,400 mid-career professionals. These courses provide industry-relevant skills to boost employability in the ICT sector. Each enrolled participant will receive a monthly training allowance of \$1,500.

The nett fee for each training programme is \$500, which participants can use their SkillsFuture credit for. The rest of the fees will be subsidised by SSG. This will be the first two courses to be rolled out under SSG's SGUnited Mid-Career Pathways – Enterprise-based Training programme, in support of the SGUnited Jobs and Skills Package.

### **Vocational learning with Google-certifiable Training**

As part of Skills Ignition SG, Google has developed a comprehensive online curriculum to provide vocational learning in the areas of Digital Marketing and Cloud Technology together with its authorised training providers, AVADO and Agilitics. The curriculum will include a mix of online live instructor-led training, self-paced online study and online group and individual project work. Participants who complete either course will receive professional certificates recognized globally.

Minister for Communications and Information S Iswaran said, "COVID-19 has posed an unprecedented challenge for Singapore, affecting our lives and livelihoods. In this uncertain environment, the government's over-riding economic priority is to create jobs and opportunities for our people, and I am encouraged that companies, such as Google, are also stepping up to join us in this critical national effort. In today's challenging labour market, Google's collaboration with EDB, IMDA and SSG, will help some 3,000 fresh graduates and mid-career professionals secure jobs, advance their skills and start a fulfilling career in the ICT sector, which remains one of the bright spots in our economy."

Mr. Scott Beaumont, President, Google Asia Pacific, said, "We are delighted to partner with the government in supporting 3,000 local jobseekers through Skills Ignition SG, and thank and recognise our industry partners who have stepped up during this difficult job climate. While the pandemic has impacted jobs and career opportunities, it has also accelerated digitalisation by businesses and increased demand for digital skills. We hope this programme will help bridge that gap."

Mr. Ben King, Country Director at Google Singapore, added, "We remain focused on empowering Singaporeans today, for tomorrow, as we create good training opportunities, and vital industry experience for Singaporeans. To kick off the programme, Google will offer 100 locals hands-on work experience at our office and will continue to work with our partners to offer more job placements. When participants successfully complete the programme, they will be equipped to take on jobs with companies within Singapore's broader tech ecosystem. Skills Ignition SG will benefit entry- and mid-level jobseekers and enhance the talent available to all companies to enable them to take their business forward in Singapore."

Companies interested in offering job placements may contact us at [skillsignitionsg-host@google.com](mailto:skillsignitionsg-host@google.com).

More information on the programme and courses can be found on the [website](#). Applications for Skills Ignition SG are now open online through 21 August.

### **Private-public collaborations to support skilling of talents in different segments of the society**

Skills Ignition SG builds on ongoing initiatives by Google to upskill different groups of the community to tap on the potential of technology. To help underprivileged young Singaporeans be digitally ready for the future, Google and the Infocomm Media Development Authority (IMDA) expanded its [Code in the Community](#) programme in January 2020 to bring free, multi-level coding classes to 6,700 more students, aged eight to 16 years old. Its next run begins on 25 July 2020 and will be conducted online.

In April 2020, Google and UOB also announced the expansion of the [SME Leadership Academy](#) in support of Digital Industry Singapore, Enterprise Singapore and the Singapore Tourism Board to increase the capacity by ten-fold to help 4,000 small- and medium-sized enterprises (SMEs) by the end of 2021. The revised curriculum will help business leaders of SMEs from the retail, tourism and food and beverage (F&B) sectors respond to the unprecedented challenges from the COVID-19 pandemic. Since its expansion three months ago, the programme has trained over 1,000 SME workers in the retail and tourism sectors.

### **Standing in solidarity with the local community**

As an additional show of support for the local community, Google has returned its Job Support Scheme (JSS) wage subsidies, and pledged to decline future payouts from the Government.

Google is also working with nonprofits to support SMEs, seniors, migrant workers and the most disadvantaged in society. Over the last few months, Google has given over \$1 million in [Google.org](#) and data center grants to local charities and NGOs, and provided \$2.2 million in ads credits to small businesses and government agencies.

More information on the programme and courses can be found on the [website](#).

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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, 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 Economic Development Board (EDB)**

The Singapore Economic Development Board (EDB), a government agency under the Ministry of Trade and Industry, is responsible for strategies that enhance Singapore's position as a global centre for business, innovation, and talent. We undertake investment promotion and industry development, and work with international businesses, both foreign and local, by providing information, connection to partners and access to government incentives for their investments. Our mission is to create sustainable economic growth, with vibrant business and good job opportunities for Singapore and Singaporeans. For more information on EDB, please visit [www.edb.gov.sg](http://www.edb.gov.sg).

### **About Digital Industry Singapore**

Digital Industry Singapore (DISG) is a joint office between EDB, ESG and IMDA, established to support the growth of the technology sector in Singapore. We will leverage our parent agencies' resources and networks in industry development, market access, capability development and policy formulation to promote growth in the sector by working closely with global technology leaders and fast-growing local companies. Our mission is to establish Singapore as a global-Asia technology hub with deep capabilities, strong infrastructure and a vibrant ecosystem of local and global enterprises, from which new products, services, business models and partnerships are created for Asia and beyond.

### **About Infocomm Media Development Authority (IMDA)**

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

### **About SkillsFuture Singapore**

SkillsFuture Singapore (SSG) will drive and coordinate the implementation of the national SkillsFuture movement, promote a culture of lifelong learning and strengthen the ecosystem of quality education and training in Singapore. Through a holistic system of national SkillsFuture initiatives, SSG enables Singaporeans to take charge of their learning journey in their pursuit of skills mastery. SSG will also work with key stakeholders to ensure that students and adults have access to high quality and industry-relevant training that meet the demands of different sectors of the economy for an innovative and productive workforce. For more information, visit [www.ssg.gov.sg](http://www.ssg.gov.sg).

### **About SGUnited Mid-Career Pathways - Enterprise-based Training**

An initiative of SkillsFuture Singapore (SSG), the SGUnited Mid-Career Pathways - Enterprise-based Training programme is a full-time training course that is fully or substantially hosted and delivered by market-leading and reputable companies in selected sectors. The programme caters to mid-career PMEs. Under the

programme, each trainee will receive a monthly training allowance. Course fees are heavily subsidised, and trainees can use their available SkillsFuture Credit to offset the remaining course fees, including the top-ups announced in February 2020.

**About TechSkills Accelerator (TeSA)**

An initiative of SkillsFuture, TechSkills Accelerator (TeSA) aims to build and develop a skilled Information and Communications Technology (ICT) workforce for Singapore's digital economy. TeSA is driven by the Infocomm Media Development Authority (IMDA) and in collaboration with the industry, SkillsFuture Singapore, Workforce Singapore and the National Trades Union Congress. IMDA takes an integrated approach to ICT skills acquisition and practitioner training, enabling professionals to acquire the relevant in-demand skills. To find out more about TeSA, please visit [www.imtalent.sg/tesa](http://www.imtalent.sg/tesa).

**ANNEX A: Participating Companies for the “Place and Train” programme supported by the [Company-Led Training Programme](#) under TechSkills Accelerator (TeSA) initiative**



**Castlery**

Castlery was founded with one mission in mind: to make designer furniture accessible to everyone. By working directly with designers and manufacturers, we cut off the middlemen and bring good designed and high end furniture to our customers without high street price point.



**DASS-inc**

DASS is a digital & shopper marketing garage with its headquarters based in Singapore. We believe to truly convert shoppers into buyers, you need to develop shopper marketing strategies that are rooted on insights, offer customers a seamless journey from Offline & Online and are relevant to how, when, where and what they shop.



**Dentsu Aegis Network**

Part of Dentsu Inc., Dentsu Aegis Network is made up of ten global network brands: Carat, dentsu, dentsu mcgarrybowen, dentsu X, iProspect, Isobar, Merkle, MKTG, Posterscope, and Vizeum, and supported by its specialist/multi-market brands. Dentsu Aegis Network is Innovating the Way Brands Are Built for its clients through its best-in-class expertise and capabilities in media, digital, and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 145 countries worldwide with more than 42,000 dedicated specialists.



**EAST**

EAST is a data driven marketing and content consulting business. It uses data to deliver Insights, inform strategy, guide execution and drives amazing pieces of content that give enhanced impact on their campaigns.



**FNZ**

FNZ, a financial technology company, specialises in providing investment platforms to major financial institutions in the financial services and wealth management sectors. It partners with major financial institutions to enable them to provide multi-channel wealth management services to their clients across direct, intermediated and workplace channels.



**ForwardPMX**

ForwardPMX is a global brand performance agency with 1,000 experts across 25 offices in 15 countries worldwide. It provides leading performance, data and technology capabilities to the world's most iconic brands.



## **OMD**

OMD combines innovation, creativity, empathy and evidence to make Better decisions, faster on behalf of our clients. So, they can learn faster and act faster. Create valued connections with customers. Build profitable business outcomes. And ultimately, win the future.



## **Omnicom Media Group**

Omnicom Media Group is the media services division of Omnicom Group Inc. (NYSE: OMC), the leading global advertising, marketing and corporate communications company, providing services to over 2,500 clients in more than 100 countries. As a leading global media network, with data at the core, Omnicom Media Group creates end-to-end solutions for clients, anywhere, swiftly and efficiently. We consider client business needs from the start and keep consumer behavior at the heart of everything we do.



## **Paneco Singapore**

Paneco.com Singapore was founded in 2015 and is part of the successful Paneco.com brand which is one of the largest online alcohol retailers in the world. Today we are the fastest growing online liquor retailers in the world. Our localised sites ensure that we tailor to the tastes of the different countries and adapt to their preferences. Connect with us on Facebook, follow us on Twitter or simply keep up with us on Instagram to discover new drinks and recipes.



## **Publicis Groupe**

Publicis Groupe is the third largest communications group in the world, a leader in marketing, communication and digital business transformation. Publicis Groupe offers its clients seamless access to the expertise of its 80,000 talents across four Solution hubs: creative with Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), media services with Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), digital business transformation with Publicis.Sapient and health & wellness communications with Publicis Health.



## **RedDoorz**

RedDoorz is Southeast Asia's largest and fastest growing, technology-driven hotel management & booking platform. With over 1000 properties across Southeast Asia, its vision is to enable people to travel more and provide an affordable, reliable stay in all major cities and destinations.



## **Sephora**

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. Sephora's unique, open-sell environment features an ever-increasing amount of classic and emerging brands across a broad range of product categories including skincare, makeup, fragrance, body and hair care, in addition to Sephora's own private label.



### **Trip.com**

Trip.com is part of the Trip.com Group, a NASDAQ listed company since 2003 with over 45,100 employees and over 400 million members, making it one of the leading online travel agencies in the world. With more than 1.4 million hotels in 200 countries and regions, we've built an extensive hotel network to give our customers a fantastic choice of accommodation. Our far-reaching flight network has over 2 million individual flight routes connecting more than 5,000 cities around the globe



## **ANNEX B:**

### **What training will Skills Ignition SG provide?**

The Digital Marketing programme will commence in September and cover topics ranging from:

- Embracing Change in the Digital Age
- Digital Channels and Technologies
- Fundamentals of Data and Analytics

A certificate of completion endorsed by Google, and the IPA (Institute of Practitioners of Advertising, one of the most established trade bodies in the advertising industry), along with certifications in Google Analytics, Google Ads, Google Marketing Platform, and Google Digital Marketing will be conferred.

The Cloud Technology programme is slated to commence in mid-August and will cover topics ranging from:

- Business Transformation
- Design and Process
- Networking and Security

A business essentials certificate and a Google Cloud Certified Professional Cloud Architect certificate will be conferred.

### **What jobs will Skills Ignition SG train for?**

Upon successful completion of the program, participants will be equipped to take on jobs with companies within Singapore's broader tech ecosystem. These positions are closely related to the training curriculum in the fields of Digital Marketing and Cloud Technology, in line with [SSG's Skills Framework](#).

Roles related to Digital Marketing:

- Product Marketing Manager
- Customer Experience Executive
- Regional Marketing Analyst
- Digital Marketing Manager
- Social Marketing Manager
- Content Strategist
- Partner Marketing Manager
- Business Development Executive
- Marketing Responsibility Manager

Roles related to Cloud Technology:

- Cloud Engineer
- Engineering Manager
- IT Support Specialist
- Partner Engineer
- Cloud Architect
- Data Center Technician
- Infrastructure Executive
- Infrastructure Engineer

- Network Administrator