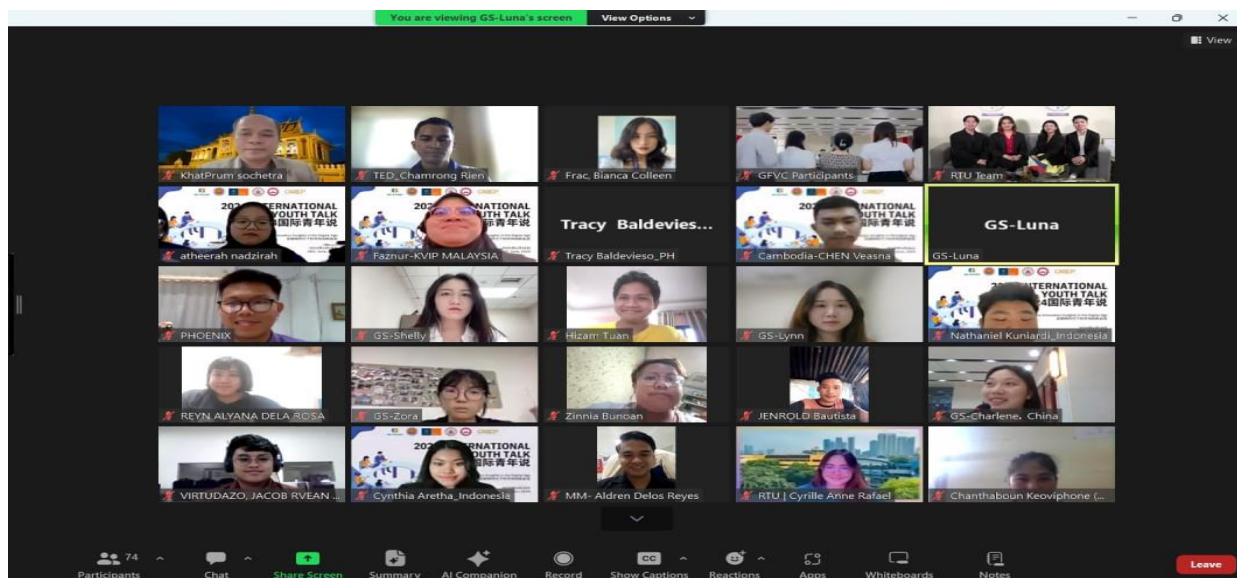




International Youth Talk on Market Business Innovation Insights in the Digital Age 18th June 2024, 14:00–15:30 p.m. (Phnom Penh Time)

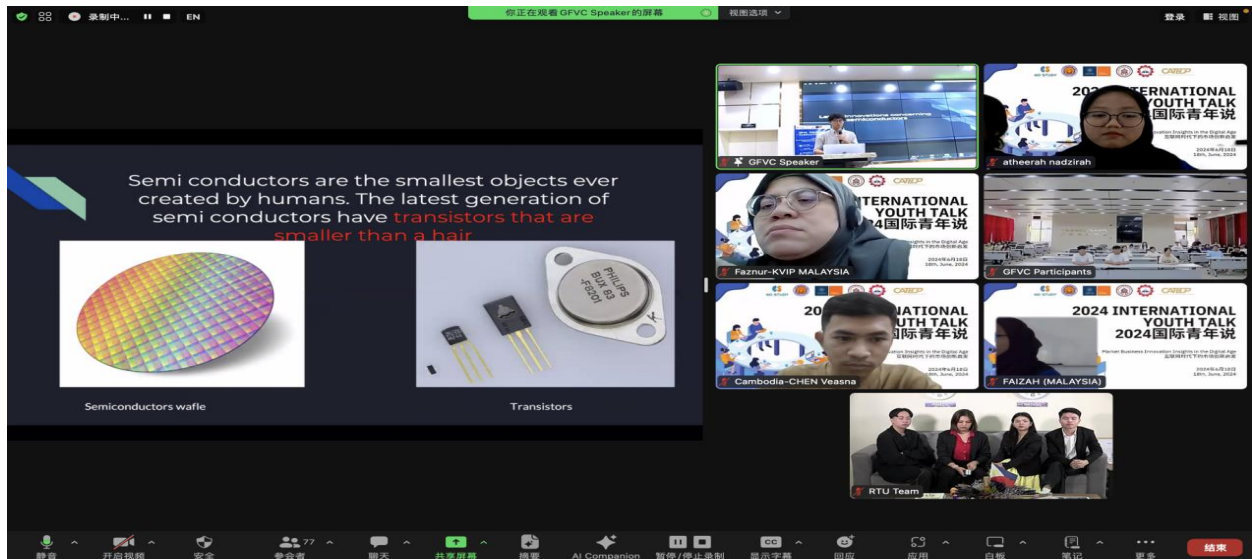


(Photo: Webinar Participants)

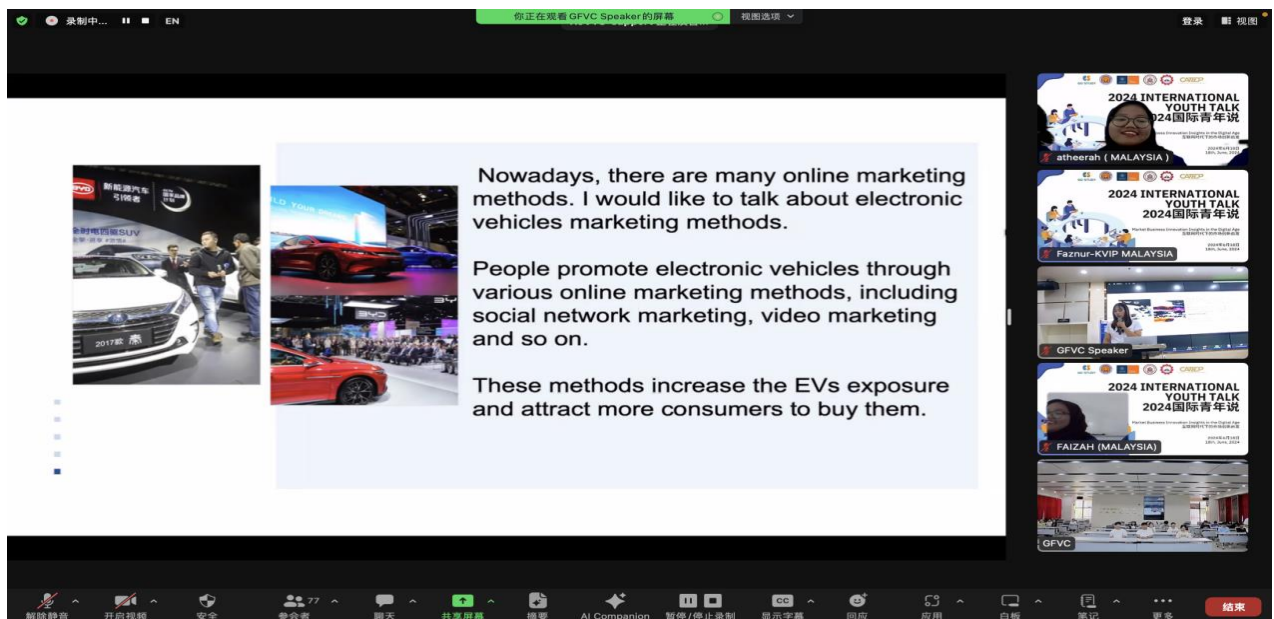
On 18th June 2024 (14:00 –15:30 p.m. Cambodian Time), in cooperation with Go Study, SEAMEO TED host an International Youth Talk on Market Business Innovation Insights in the Digital Age to provide insights into market business innovation in the digital era accommodating 83 regional participants. The forum was shared by 6 teams of youth from China, Cambodia, Indonesia, Malaysia, the Philippines and Thailand on various levels and perspectives.

The opening remark was delivered by **Mr. Khan Prumsochetra**, Deputy Director of SEAMEO TED, and **Ms. MO Haiyan**, President of Guangxi Financial Vocational College. They indicated that the youth of today's era are at the forefront of digital innovation, growing up with digital technology and that youth are the very group that will drive the next wave of innovation, entrepreneurship, and creativity in the digital era. They also hoped that this event would allow youths from all countries to learn from each other and inspire each other to shape the future of business together. It is hoped that this event will allow young people from different countries to learn from each other, inspire each other, and shape the future of business together.

The first youth team from **Guangxi Financial Vocational College, China**, introduced the role played by semiconductors in the digital age, briefly explained the concepts, characteristics, and importance of semiconductors, demonstrated the applications of semiconductors in daily life, highlighted the latest innovations in the field of semiconductors, and finally introduced the possibilities of development that will be brought about by the latest generation of semiconductors and looked forward to the future development trends of the semiconductor industry.



The second team from Guangxi Financial Vocational College, China, analyzed the ways of product marketing in China's Internet era. They pointed out that the most commonly used way of product marketing is online marketing, taking new energy vehicles as an example and describing in detail the mode of its online marketing. Subsequently, they introduced several online marketing platforms that are most common in China, analyzed their advantages and disadvantages, and made a comparison, pointing out that Taobao is still the most popular online marketing platform in China. Finally, they concluded online that marketing is the best way to promote products because of its fast-spreading speed, wide radiation range, and high efficiency.



The team from Universitas Gadjah Mada, Indonesia, introduced Gojek, Indonesia's leading multi-service platform, and gave an in-depth study and analysis of its digital infrastructure, marketing, and finance as an example. Gojek is one of the largest online car rental companies in Indonesia, covering a wide range of businesses, including takeaways, payments, express financial services, and more. Despite the fact that Gojek has the largest audience, the financial situation is just the opposite. Therefore, they shared several feasible measures to address this issue: developing a stronger digital infrastructure to increase efficiency and further expand the market; raising awareness about Gojek; turning customer satisfaction into long-term loyalty; and finally emphasizing the importance of digital infrastructure for economic development.

Gojek is a well known company in Indonesia for its services in ride-hailing, food delivery, payments and financial services.
Gojek is one of the largest online ride-hailing company in Indonesia ...

Enter Indonesia Market in 2016
Gojek Indonesia is a leading superapp company in Southeast Asia, offering a wide range of services including ride-hailing, food delivery, deliveries, payments, and financial services.

Key Metrics of Gojek Indonesia

50.8 million active monthly user	1.2 billion rides annually
3.1 million active driver-partners	2.75 billion order from Go-To

Contribution to Indonesian Economy

US\$29 billion GDP Contribution (2022)	>3 million Job Creation (2022)	20.1 million MOMs Reached (2022)
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Key Insight!
Founded in 2010, Gojek has been the top-of-mind brand for ride-hailing in Indonesia ever since.

Source: Statista, Antara News, Research by LPEM FEB UI

... It offers various product, ranging from ride-hailing to financial services.

- Ride-Hailing**: Gojek connects millions of passengers with drivers across various transportation options, including taxis, motorcycles, cars, and vans
- Food Delivery**: Go-Food partners with over 2 million restaurants and delivers food to millions of customers across the region.
- Deliveries**: Go-Send provides on-demand and scheduled deliveries for documents, packages, and groceries.
- Payments**: GoPay enables seamless payments for rides, meals, deliveries, and other services, as well as offline transactions at merchants.
- Financial Service**: Go-To Financial provides access to essential financial services for millions of underserved individuals.

Background Problem Analysis Strategy Impact 2

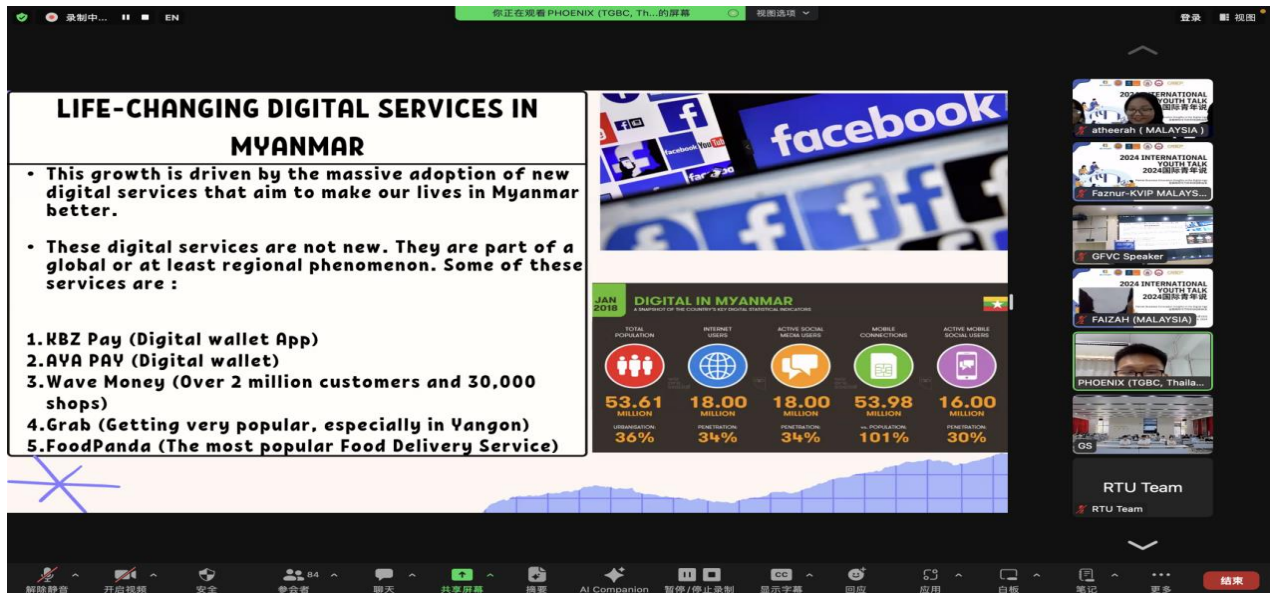
The team from Rizal Technological University, the Philippines, shared and discussed how artificial intelligence and short videos can be successfully marketed in the context of the digital age. A brief introduction was given on how short videos and artificial intelligence are making waves globally today and how this phenomenon has had a profound impact on the Philippines. They then discussed how marketers can target consumers in the digital age by enhancing the role of AI, exploring consumer preferences through short videos and other forms of marketing strategies, and utilizing digital platforms for rapid distribution. The audience was impressed by the clarity and rationality of the ideas and the variety of presentation formats.

NEW HORIZONS IN PHILIPPINE MARKETING

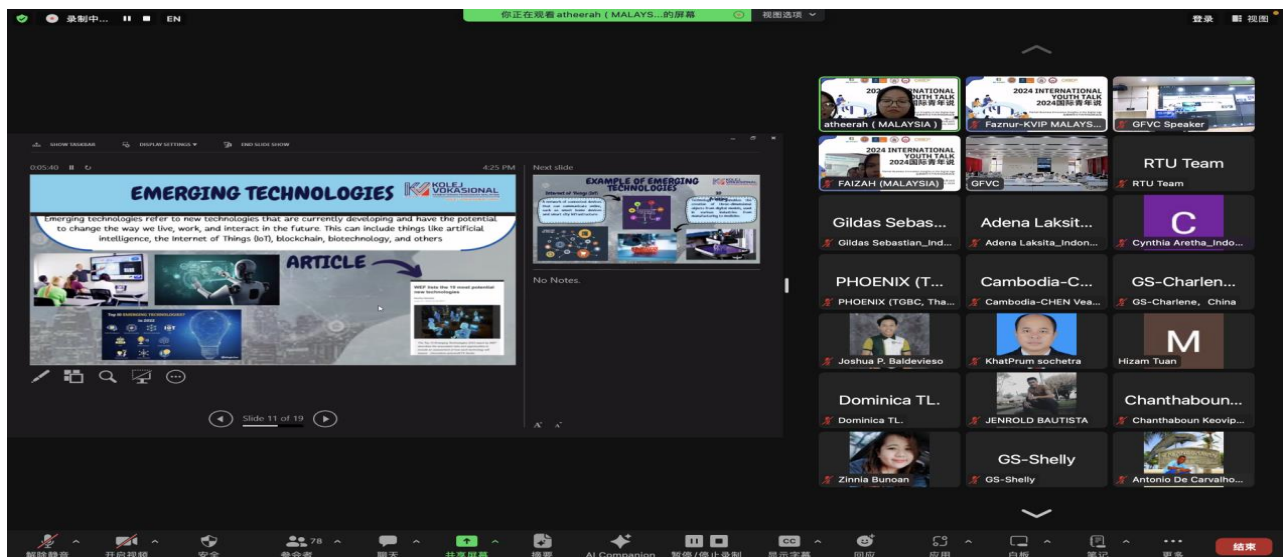
AI, SHORT VIDEOS, AND DIGITAL PLACES

RTU Team

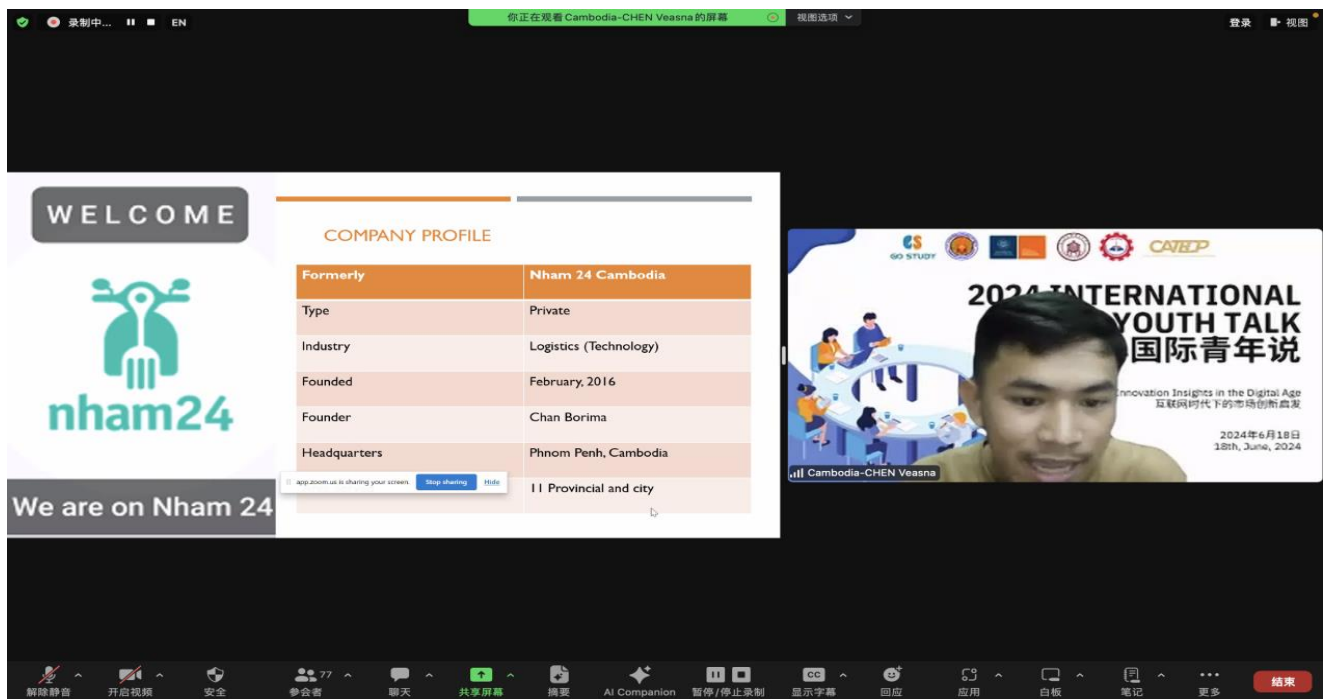
The team from Thai Global Business Administration Technological College, Thailand, shared a comprehensive analysis of digital business activities in Myanmar, starting with the complexity of Myanmar's overall business landscape, which has gone through many crises, leading to the importance of digital business development in Myanmar. They introduced a variety of software and platforms that are currently common in Myanmar, pointing out that the e-commerce industry is currently gaining momentum in Myanmar, bringing more convenience to everyone's life. Finally, they pointed out that there are still some problems in the development of digital business in Myanmar, and they hoped that these problems could be solved in the future.



The team from Kolej Vokasional Ipoh, Malaysia, discussed marketing innovation in the digital era. They introduced the concept of digital transformation providing detailed examples, and the importance of individual social responsibility and sustainability in economic activities, bringing in a number of well-known national and international companies such as Huawei and Microsoft for specific case studies. In addition, they introduced many emerging technologies in the field, such as the Internet of Things, 3D printing, Chatbots, and so on. Finally, they shared how these technologies and digital tools have impacted consumers, raising questions about the issues that digital technologies may raise and their own thoughts arising from them.



A student from **Paññāsāstra University of Cambodia**, **Mr. Chen Veasna** focused on marketing. He conducted an in-depth SWOT analysis of nham24, a Cambodian online application platform that provides a wide range of services such as takeout, logistics, and booking, aiming to provide consumers with multiple services and make people's lives easier. He also introduced the market segments and marketing model of the platform in detail, analyzed and compared it with other similar platforms, and came up with the advantages and disadvantages of the platform in terms of marketing, so as to look forward to the future development of the platform and put forward his own suggestions.



After the sharing session, **Dr. Dewi Fatmawati**, Deputy Head of the Global Relations and Mobility Office from the Faculty of Economics and Business at Universitas Gadjah Mada, delivered the closing remarks. She expressed her thoughts on the meeting and hoped that the ideas and knowledge shared and the connections made between young people from different countries would form a good habit of learning together and inspiring each other. She looked forward to organizing more events like this one in order to enhance the capacity of young people to innovate and shape the future.

