



Google Philippines Country Director Bernadette Nacario shares her insights on “The Emerging New Economy: New Skills, Jobs, and Business Tools” in her keynote speech.

deep dive into the trends that go along with building a digital economy, led by keynotes from Bernadette Nacario, country director of Google Philippines; and Kais Marzouki, chairman and CEO of Nestlé Philippines.

Discussing the topic “The Emerging New Economy: New Skills, Jobs and Business Tools”, Ms. Nacario of Google Philippines highlighted the opportunities that have opened up through digital transformation.

Citing the *e-Conomy SEA 2020* report of Google, Temasek, and Bain & Company, Ms. Nacario noted that many Filipinos went online “searching for solutions to their sudden new challenges;” while e-commerce has driven significant growth in the country at 55%, largely offsetting declines in travel and transport.

The overall Philippine ‘e-economy,’ she added, is expected to reach \$28 billion in value in 2025, reaccelerating to a compounded annual growth rate of roughly 30%.

“The future is indeed bright. Yearly, our growing digital economy presents ripe opportunities for



Nestlé Philippines Chairman and CEO Kais Marzouki, in his keynote address, discusses “From Brown to Green Economy: Is the Philippines Ready?”.

Filipinos,” Ms. Nacario said.

Barriers, however, still exist. Among these include challenges around talent, which the Google Philippines country director observes as “a key blocker that all sectors need to keep working on.”

To optimize such opportunities and address such barriers, she continued, Google is committed to invest in digital skills and education, as well as to provide tools and platforms for businesses. “Together with our partners from the public and private sectors, we will continue closing the gap in digital opportunity,” she said.

Meanwhile, in his keynote on the readiness of the Philippine economy to transition from a brown to green economy, Mr. Marzouki of Nestlé Philippines noted that businesses are called upon by the pandemic to reflect and to act on their collective impact on the environment by transitioning from a fossil fuel-dependent brown economy to a sustainable green economy.

“In a green economy,” Mr. Marzouki explained, “growth in employment and income are driven by public and private investments into such economic activities;