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E-commerce acceleration to combat effects of the COVID-19 pandemic

A panel of e-commerce experts explored trends from the e-commerce industry and discussed how businesses have a key role in driving economic resilience.

MANILA, Philippines (27 October 2020) -- Empowering e-commerce activity allows more Filipinos to take control of their livelihood, according to the panelists of a Philippine e-commerce webinar.

The webinar entitled “Challenges and opportunities: changes in e-commerce business behaviour in the post COVID-19 era,” was organized by Ninja Van Philippines in partnership with GCash, and Shopee Philippines.

Opening the discussion was the Associate Director of Shopee Philippines, Martin Yu, who is responsible for analytics, operations, and strategic planning. A leading e-commerce platform, Shopee today serves 18,000 brands increasing its year-on-year uplift in brand and retailer partners by 60% in 2020. “E-commerce activity has been rapidly accelerating and surpassing projections ever since the pandemic started,” Martin Yu said. “At Shopee, we harness this growth through ramping up seller education initiatives to ensure that MSMEs are equipped with the tools to grow their businesses.”

To boost seller education, Shopee offers three services namely Seller Support Package, Seller Center, and Shopee University, where sellers can find in-depth information on different ways to help their businesses grow, as well as other assistance programs they may take part in.

The second panelist was Frederic Levy, Chief Commercial Officer for Transfers for GCash. Fred is responsible for executing various business solutions that elevated GCash as the country’s leading e-wallet. Just during the quarantine period, GCash saw an increase in transactions by over 1,000%, with over one trillion pesos in annual gross value. Levy emphasized that these figures surpass values from the past three years combined. “A significantly large number of people are clearly using GCash from an MSME perspective -- to purchase something,” Levy said.

Martin Cu, Country Head of Ninja Van Philippines closed off the interactive session with insights from the logistics industry. “The biggest opportunity we’ve seen at Ninja Van Philippines is to serve a growing client base,” Cu said. “We’ve witnessed a sharp increase in micro and small shippers participating in this digital economy.”

Beginning March, Ninja Van Philippines, a tech-enabled express logistics company, has launched two services directed at online sellers looking to boost their business operations. As cash flow proved to be one of the main struggles of e-commerce players during the pandemic, Ninja Van launched its product COD Advance, which allows businesses to receive their cash-on-delivery payments on the next working day. Ninja Van Philippines also introduced Ninja Direct, a platform that allows online sellers to source products from different countries.

Cu also said the uptick in e-commerce activity has opened more opportunities for job creation, most significantly for ground staff. He hopes to see a trickle effect to other businesses to ultimately combat the economic slowdown during the ongoing pandemic.

Aspiring e-commerce sellers can learn more about online selling at blog.ninjavan.co, Shopee’s [Seller Education Hub](#), and [GCash’s Enterprise Solutions](#).

About Ninja Van

Ninja Van is a tech-enabled express logistics company providing hassle-free delivery solutions for businesses of all sizes across Southeast Asia. Launched in the Philippines 2016, Ninja Van has become the country’s fastest growing last-mile logistics company, powering businesses with innovative logistics solutions. Today, Ninja Van has grown its network to cover almost 100% of the Philippine population. For more information, visit www.ninjavan.co.

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