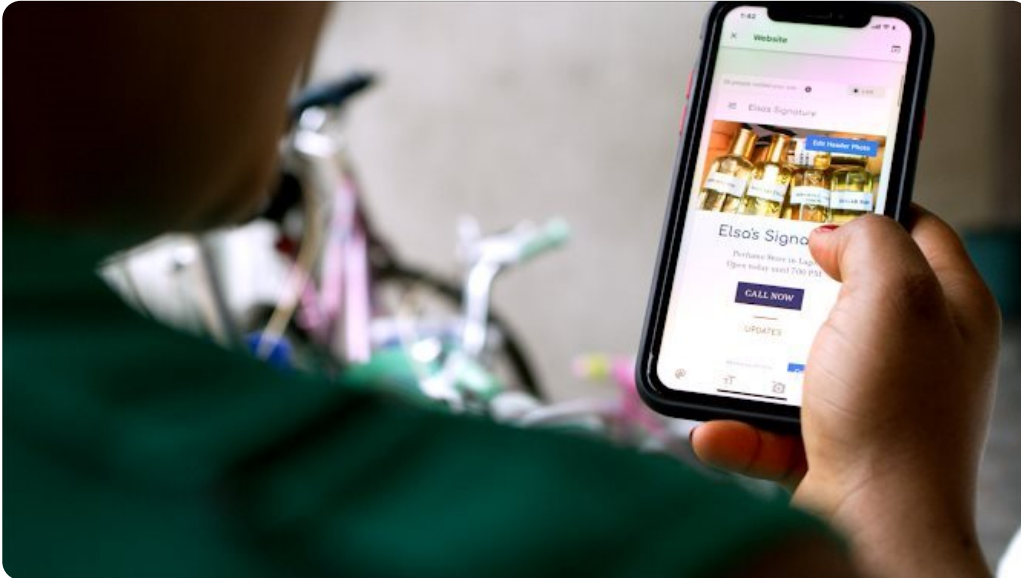


Google launches a series of programmes to support small businesses in Africa

Google has kicked off a series of programmes that will support the growth and recovery of small and medium-sized enterprises (SMEs) in Africa's post-Covid economy. The programmes will be rolled out throughout the month of June.



On the continent, SMEs account for around 90% of all businesses forming the backbone of the economy. While these businesses account for 80% of the region's employment, the Covid-19 pandemic and restricted business activity over the past year have had, and continue to have, a significant impact on them and the livelihoods of millions.

Mojolaoluwa Aderemi-Makinde, Google's head of brand and reputation for Africa, says: "As more consumers start their journey looking for products and services online, we want to do more to help retail small businesses digitise and better leverage online tools for growth. One thing we know for sure is that when small businesses recover, African economies rebound and do well and this benefits everyone."

Activities planned by Google for International Small Business Month include:

- The launch of a new [Google for Small Businesses](#) portal to help small businesses find the solutions and guidance they need to get online and grow
- [A series of SMB skills webinars](#) aimed at helping small businesses use digital tools to connect with and grow their customer base. SMBs can register for free webinars available on 9, 16 and 23 June [here](#).
- Shop Small Fridays - a social media video series highlighting and celebrating small businesses across the continent. Those interested can follow the #ShopSmallFriday series on our [Google Africa Twitter account](#).

“ This month we are supporting small businesses in Africa in celebration of [#InternationalSmallBusinessDay](#)

👉👉👉👉. Get a personalized guide to growing online via [#GoogleforSMB](#) and boost your business skills through our training sessions.

More on our blog- <https://t.co/Zl6CCNjaru> pic.twitter.com/IpYHJbrddZ— Google in Africa (@googleafrica) [June 3, 2021](#) ”

For more, visit: <https://www.bizcommunity.com>