

Google opens its office in El Salvador and will donate \$200,000 to entrepreneurs



The company indicated that the funds will be used to train local businesses. The law passed by parliament to execute the alliance with Google stipulates the purchase of services for no less than \$500 million over 7 years.

During the inauguration of its office in El Salvador, Google announced on Monday that through Google.org, its philanthropic arm, it will donate \$200,000 to train Salvadoran entrepreneurs in digital skills and provide them with access to financing. The funds will be delivered to the organization Pro Mujer, detailed Eleonora Rabinovich, leader of government relations and public affairs for Google in Hispanic America.

"It is a path that will surely be very fruitful," commented the executive.

In August 2023, Google Cloud announced the signing of a long-term agreement with the Government to open an office in El Salvador, with the aim of establishing a "regional technological center".



To execute this alliance, the Legislative Assembly approved in September of last year the General Law for Digital Modernization of the State, which establishes that enabled state entities may contract the services of the "strategic partner" (Google or its subsidiaries) for seven years for an amount not less than \$500 million.

This Monday, the company also indicated that as part of this agreement, it has trained Health personnel on the use of cloud technologies and will support the GOES in the development of platforms that allow interoperability between public institutions.

The agreement with the Government includes three areas of work: digital government, health, and education. In the case of the first pillar, the company revealed that during the last few months "Google Cloud teams have worked hand in hand with the government on its path towards the development of simple digital ecosystems for import, export, and health registration".

The next step in this first area of work will be "to support the Salvadoran Government in the development of platforms that allow interoperability

between institutions and improve citizen attention through digitization," affirmed the technology firm.

Regarding health, Google indicated that "they have trained different government agencies on how to use cloud technologies as part of their operations". Future plans include the creation of a telemedicine platform "to automate processes and provide greater access to health services in the country".



• Google Cloud will open offices in El Salvador

In education, the collaboration began much earlier, in 2020, when Google for Education provided the Ministry of Education (MINED) with Google Workspace for Education accounts for all public basic education students and trained teachers.

In a new stage, the company proposes the adoption of tools such as Google Workspace for Education Plus, which incorporate artificial intelligence for personalized learning, as well as the introduction of Chromebooks, laptops that run ChromeOS, an operating system developed by Google.

At this point, the company detailed that it will provide more than 90,000 of these portable devices to fourth-grade students in the public system.

As part of the announcements made this Monday, one of the business areas of the technology giant, Google Customer Solutions, reported that it will strengthen and expand its presence in El Salvador.

The main objective is to accelerate the adoption of the "range" of tools that this area offers to businesses of all sizes. Among these tools are Google Ads (advertising platform), Google Search, Google Maps, and YouTube.

To boost this particular project, Google announced a strategic alliance with Growth Digital, which will serve as the new commercial representative of Google in El Salvador starting this year.



Growth Digital is a digital advertising company and representative of Google Ads in Costa Rica, Guatemala, Honduras, Nicaragua, Panama, Puerto Rico, and the Dominican Republic, among other countries.

"We are betting that Salvadoran companies will see the opportunity to maximize their income by working with our products," detailed Westphalen.

WORKSHEET

1. MULTIPLE CHOICE

Read each question carefully and select the option you believe is correct.

3. What amount of money will Google donate to train Salvadoran entrepreneurs?

- A) \$100,000
- B) \$200,000
- C) \$300,000
- D) \$400,000
- E) \$500,000

2. What organization will receive the donation from Google?

- A) Pro Mujer
- B) Red Cross
- C) UNICEF
- D) Save the Children
- E) World Wildlife Fund

3. When did Google Cloud announce the agreement with the Government of El Salvador?

- A) August 2021
- B) August 2022
- C) August 2023
- D) August 2024
- E) August 2025

4.What is one of the areas of work included in the agreement between Google and the Government?

- A) Agriculture
- B) Tourism
- C) Education
- D) Entertainment
- E) Fashion

5. How many Chromebooks will Google provide to fourth-grade students in the public system?

- A) 9,000
- B) 90,000
- C) 900,000
- D) 9,000,000
- E) 90,000,000

2. TRUE OR FALSE

Read each statement carefully and decide if it is true or false based on the information provided in the text.

1. Google will donate \$200,000 to train Salvadoran entrepreneurs.

- a. True
- b.False

3. The agreement with the Government of El Salvador includes only two areas of work.

- a. True
- b.False

3. Google for Education began collaborating with the Ministry of Education in 2021.

- a. True b.False

4. Growth Digital is a company that represents Google Ads in El Salvador only.

- a. True b.False

5. The main objective of Google Customer Solutions is to reduce the use of digital tools by businesses.

- a. True b.False