

# **Empowering Women Entrepreneurs in Southern Philippines through Digital Transformation**

# *5-8 February 2024, Cagayan de Oro, Philippines*

Supporting women entrepreneurs, particularly those engaged in micro, small, and medium enterprises (MSMEs), in harnessing the potential of digital tools and platforms is of paramount importance. It is a crucial step towards gender equality in the entrepreneurial ecosystem. Women, despite their immense potential, often face systemic barriers and disparities in accessing resources and opportunities. Digital tools and platforms can level the playing field by providing them with accessible and cost-effective means to market their products, access financial services, and acquire the skills necessary to grow their businesses.

The integration of digital tools and platforms into the business strategies of women entrepreneurs can also lead to increased economic resilience and sustainability. Women-owned MSMEs, in particular, are vulnerable to external shocks, such as economic downturns or natural disasters. Digitalization, such as e-commerce and digital marketing, allows for diversification of revenue streams by tapping into other markets. Additionally, digitalization enables better inventory management, cost optimization, and improved customer engagement, all of which are critical for the survival and growth. Supporting women in MSMEs to adopt digital solutions enhances their ability to weather economic uncertainties, thereby contributing to the overall stability and resilience of their businesses.

The University of Science and Technology of Southern Philippines (USTP) and the Asian and Pacific Training Centre for ICT for Development (APCICT), with support from the Department of Trade and Industry and Department of Science and Technology of the Philippines, are organizing the “***Capacity Building Programme on Digital Transformation of Women-Owned Enterprises in Southern Philippines***” on 5-8 February 2024 in Cagayan de Oro, Philippines. The programme aims to provide women entrepreneurs in Southern Philippines with a holistic learning journey that will equip them with the mindset, knowledge, and skills needed to embrace digital transformation and succeed in the digital economy.

# **About the Programme**

The programme is based on APCICT’s Women ICT Frontier Initiative, a flagship capacity building programme for women entrepreneurs to utilize digital tools and platforms in their businesses. The four-day training will include the following courses:

* Foundation Course on Women Empowerment through Business Innovation and Digital Transformation. This course serves as the cornerstone of the programme and aims to motivate women entrepreneurs to embark on a transformative journey.
* E-Commerce and Digital Marketing. This course equips women entrepreneurs with the practical skills needed to establish online presence and effectively market their products or services in the digital space.
* Business Continuity Planning. This course addresses the need for proactive planning in the face of uncertainties. Business continuity planning will provide knowledge and skills for women entrepreneurs to plan, strategize, and manage crisis situations in their businesses.
* Trust and Security in using Digital Technology. This course imparts women entrepreneurs with fundamental skills concerning online security. It is dedicated to enhancing their basic skills and increasing awareness regarding digital security and data privacy.
* Data Analytics for Women Entrepreneurs. This course empowers women entrepreneurs with the ability to derive insights from data, driving informed decision-making.

# **PARTICIPANTS**

The training will be attended by women entrepreneurs nominated by the Northern Mindanao Regional Offices of the Department of Trade and Industry (DTI), Department of Science and Technology (DOST), Overseas Workers Welfare Administration (OWWA) as well as by the Local Government Unit – Cagayan de Oro City, by the Office of the 2nd Congressional District of Cagayan de Oro City, Oro Chamber of Commerce and by the University of Science and Technology of Southern Philippines (USTP).

# **VENUE**

The programme will be held on 5-8 February 2024 at the VIP Hotel, Don Apolinar Velez Street, Cagayan de Oro City.

# **ORGANIZERS**

* The University of Science and Technology of Southern Philippines is an institution of higher learning recognized as a leading state university in the Philippines. It offers undergraduate and graduate courses in the fields of mathematics, science, technology and engineering as well as conducts advance research and extension work in human resources development in critical science and technology skills and competencies required for global competitiveness.
* The Asian and Pacific Training Centre for ICT for Development is a regional institute of the Economic and Social Commmission for Asia and the Pacific. Based in Incheon, Republic of Korea, the Centre has a mandate to strengthen the human and institutional capacity of ESCAP member States on utilizing digital technologies for sustainable development.

**DRAFT PROGRAMME**

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| Monday, 5 February 2024 | | |
| Time | Description | |
| 8:00 – 8:30 | **Registration** | |
| 8:30 – 9:40 | **Opening Program** | |
| *8:30 - 8:35* | National Anthem | Sanghimig Chorale |
| *8:36 - 8:40* | Invocation | Sanghimig Chorale |
| *8:41 - 8:45* | Acknowledgement of Guests & Participants | MC |
| *8:46 - 8:50* | Welcome Remarks | USTP President Cultura |
| *8:51 - 9:00* | Statement of Purpose | APCICT Director Ko |
| *9:00 - 9:20* | Salutations |  |
|  | * + Cagayan de Oro City Mayor | Mayor Uy |
|  | * + Congressman | Congressman Rodriquez |
| *9:21 - 9:30* | MOA Signing Ceremonies | Pres Cultura and Director Ko |
| *9:30 - 9:40* | Group Photo | |
| 9:40-9:50 | **Coffee Break / Transfer to Other Room**  (for Press Briefing and Stakeholders Meeting) | |
| 9:50 - 10:30 | **Press Briefing** (simultaneous with training. see another program) | Focal for USTP: Jen |
| 10:30 - 12:00 | **Stakeholders Meeting** (simultaneous with training. see another program) | Focal for USTP: Dr Glenn |
| 9:50 – 10:30 | **Session 1: Women Empowerment through Business Innovation and Digital Transformation** | |
| 10:30 – 10:45 | *Working snacks* | |
| 10:45 – 12: 00 | **Session 1 continued** | |
| 12:00 – 1:00 | *Lunch* | |
| 1:00 – 3:30 | **Session 2: E-Commerce and Digital Marketing** | |
| 2:00 – 5:00 | **Session 2 continued** | |

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| Tuesday, 6 February 2024 | |
| Time | Description |
| 9:00 – 10:30 | **Session 2 continued** |
| 10:30 – 10:45 | *Working snacks* |
| 10:45 – 12:00 | **Session 2 continued** |
| 12:00 – 1:00 | *Lunch* |
| 1:00 – 3:30 | **Session 3: Data Analytics** |
| 3:30 – 3:45 | *Working snacks* |
| 3:45 – 5:30 | **Session 3 continued** |

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| Wednesday, 7 February 2024 | |
| Time | Description |
| 9:00 – 10:30 | **Session 4: Trust and Security in Using Digital Technology** |
| 10:30 – 10:45 | *Working snacks* |
| 10:45 – 12:00 | **Session 4 continued** |
| 12:00 – 1:00 | *Lunch* |
| 1:00 – 3:30 | **Session 5: Business Continuity Planning** |
| 3:30 – 3:45 | *Working snacks* |
| 3:45 – 5:00 | **Session 5 continued** |

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| Thursday, 8 February 2024 | |
| Time | Description |
| 9:00 – 10:30 | **Individual Activity** |
| 10:30 – 10:45 | *Working snacks* |
| 10:45 – 12:00 | **Plenary Presentations (selected individuals)** |
| 12:00 – 1:00 | *Lunch* |
| 1:00 – 3:30 | **Plenary Presentations continued** |
| 3:30 – 3:45 | *Working snacks* |
| 3:45 – 5:00 | **Evaluation** |
| 5:00 ~ | Closing |