

**Promoting Women’s Entrepreneurship Through**

**Digital Transformation (Policymaker Track)**

# *19-20 June, 2024, Pan Pacific Hanoi, Vietnam*

The Asian and Pacific Training Centre for ICT for Development – a regional institute of the Economic and Social Commission for Asia and the Pacific with a mandate on capacity building on digital technologies for sustainable development – launched the Women ICT Frontier Initiative (WIFI) in June 2016 to promote women entrepreneurship through digital skills development. It aims to strengthen the capacities of women entrepreneurs to utilize digital tools in support of their businesses, as well as the capacities of government leaders and policymakers to provide an enabling environment for ICT-empowered women entrepreneurs through gender-responsive ICT-enabled policies and programs.

**OBJECTIVES**

As part of the activities of ***ESCAP’s Catalyzing Women’s Entrepreneurship Programme*** in Viet Nam, APCICT is planning to organize a training for policymakers and civil servants on “***Promoting Women’s Entrepreneurship through Digital Transformation***”. The training is intended for policymakers and senior officials of the national and local governments, including regulators, academia, and stakeholders involved in promoting women digital entrepreneurs.

The training aims to achieve the following objectives:

1. to enhance the capacity of policymakers and senior officials of national as well as local governments in knowledge and understanding of digital economy development and transformation;
2. to focus on addressing the opportunities, challenges, and barriers facing women entrepreneurs in their endeavours to engage in digital businesses; and
3. to provide policymakers with strategic perspectives, resources, and action plans to develop and adopt policy measures to enable, promote, and support women digital entrepreneurship that are relevant to the country economic and social contexts.

**EXPECTED OUTCOMES**

Upon completion of the two half-day session, the participants are expected to:

1. Better understand of the growing importance of “digital economy development and transformation”, especially for “women digital entrepreneurs” as a vehicle for socio-economic growth of the country;
2. Identify the challenges of the “digital divide” and “digital entrepreneurship divide” facing women entrepreneurs; and
3. Be able to enhance, develop, and prioritize strategic policy directions, policy measures, and action plans to empower, enable, promote, and support women digital entrepreneurs and their competitiveness, including in the “high potential and trending” digital businesses.

**METHODOLOGY**

* Resource Person leads the “learning and knowledge input sessions”, using PowerPoint, case studies, international practices, and examples;
* Participants contribute to the learning sessions through discussions, exchange of experience and lessons learned, outlooks, rapid assessment of women digital entrepreneurs, questions and answers; and
* Group presentation of Policy Action Plan.

**PARTICIPANTS**

The event will be attended by officials and policymakers who have been engaged with and promoted ICT capacity-building programmes for women entrepreneurs from various ministries and agencies.

**RESOURCE PERSON**

Tanatat Puttasuwan, Ph.D., Digital Economy Development and Transformation Expert & APCICT Resource Person

**PROGRAMME**

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| Wednesday 19th June, 2024 (3.5 Hours)Pan Pacific Hanoi, Viet Nam |
| Time | **Description** |
| 13:30 – 14:00 | **Opening Ceremony*** Welcome Remarks
* AED-MPI
* ESCAP/APCICT
* Group Photo
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| 14:00 –15:00 | **Session 1: Introduction & The Need to Accelerate Women Digital**  **Entrepreneurs*** Growth of Digital Economy as vehicle to socio-economic growth
* Digital economy and transformation in Asia Pacific and Beyond
* Digital Divide and Digital Entrepreneurship Divide in Asia Pacific
* Q&A and Discussion
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| 15:00 – 15:15 | Coffee Break and Informal Sharing Session |
| 15:15 – 17:00 | **Session 2: Challenges, Barriers Facing Women Digital Entrepreneurs** * Key impediments facing women digital entrepreneurs
* Rapid assessment of opportunities, challenges and barriers
* Q&A and Discussion
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| 17:00 – 17:15 | **Summary and Forward-Looking to the Next Session (Tomorrow)** |

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| Thursday 20th June, 2024 (3.5 Hours)Pan Pacific Hanoi, Viet Nam |
| Time | **Description** |
| 8:30 – 10:15 | **Session 3: Policy Directions, Policy Measures, Priorities, Action Plans to promote women digital entrepreneurs*** Policy Development – Available Tools and Supports
* Disaggregated data for policymaking
* Preparation of Policy Action Plan (Group Workshop)
 |
| 10:15 – 10:30 | Coffee Break and Informal Knowledge Sharing |
| 10:30 – 12:00 | **Session 4: Group Presentation of Policy Action Plan to promote women**  **digital entrepreneurs** |
| 12:00 – 12:15 | **Summary and Closing** |