



APCICT

Asian and Pacific Training Centre  
for Information and Communication  
Technology for Development



## *Training of Trainers*

# Empowering Women Entrepreneurs through Digital Transformation

29-31 July 2024, Phnom Penh, Cambodia

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 ASEAN Women Entrepreneurs Network and the Asian and Pacific Training Centre for ICT for Development (APCICT) are organizing the ***“Training of Trainers on Empowering Women Entrepreneurs through Digital Transformation”*** on 29-31 July 2024 in Phnom Penh, Cambodia. The programme aims to create a pool of implementing organizations and resource persons that can support women entrepreneurs in the ASEAN to develop 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.

## VENUE

The programme will be held on 29-31 July 2024 at Olympia City Hotel in Phnom Penh, Cambodia.



## DRAFT PROGRAMME

Monday, 29 July 2024	
Time	Description
8:00 – 8:30	Registration
8:30 - 9:30	<b>Opening Session</b>
9:30 - 9:45	<i>Coffee Break</i>
9:45 – 12:30	<b>Session 1: Women Empowerment through Business Innovation and Digital Transformation</b>
12:45 – 2:00	<i>Lunch</i>
2:00 – 3:30	<b>Session 2: Digital Marketing &amp; E-Commerce</b>
3:30 – 3:45	<i>Coffee Break</i>
3:45 – 5:30	<b>Session 2 continued</b>



Tuesday, 30 July 2024

Time	Description
9:00 – 10:30	<b>Session 2 continued</b>
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:30	<b>Session 3 Data Analytics</b>
12:30 – 2:00	<i>Lunch</i>
2:00 – 3:30	<b>Session 3 continued</b>
3:30 – 3:45	<i>Coffee Break</i>
3:45 – 5:30	<b>Session 4: Trust and Security</b>



Wednesday, 31 July 2024

Time	Description
9:00 – 10:30	<b>Session 4 continued</b>
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:30	<b>Session 5: Business Continuity Planning</b>
12:30 – 2:00	<i>Lunch</i>
2:00 – 3:30	<b>Session 5 continued</b>
3:30 – 3:45	<i>Coffee Break</i>
3:45 – 5:00	<b>Session 6: Individual Presentations</b> <b>Open Discussion</b>
5:00	<b>Closing</b>

