

# **Empowering Women Entrepreneurs in Indonesia through Digital Transformation**

# *Women ICT Frontier Initiative (WIFI DX) Training of Trainers*

# **23-25 September 2024, Cikarang, Indonesia**

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 Ministry of Communication and Information Technology (KOMINFO) of the Republic of Indonesia and the Asian and Pacific Training Centre for ICT for Development (APCICT) are organizing the “***WIFI DX Training of Trainers on Empowering Women Entrepreneurs in Indonesia through Digital Transformation***” on 23-25 September 2024 in Cikarang, Indonesia. The programme aims to create a pool of local resource persons that can support women entrepreneurs in the country 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 capacity building programme for women entrepreneurs to utilize digital tools and platforms in their businesses. The three-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 digital transformation 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.
* 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.

# **PARTICIPANTS**

The training will be attended by local trainers / resource persons who will be engaged by KOMINFO in its capacity building programmes for women entrepreneurs.

**PROGRAMME**

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| Monday, 23 September 2024 |
| Time | Description |
| 8:00 – 9:00 | Registration |
| 9:00 - 9:30 | **Opening Session*****Event Report:**** Dr. Nusirwan, S.Ag, M.Si, Head of Center for Digital Business Skills Development, KOMINFO

***Welcome Remarks:**** Dr. Hary Budiarto, M.Kom, Head of Agency for Human Resources Development, KOMINFO
* Mr. Kiyoung Ko, Director, APCICT/ESCAP

***Token Exchange and Group Photo*** |
| 9:30 – 10:30 | **Session 1: Foundation Course on Women Empowerment through Business Innovation and Digital Transformation**This session highlights the importance of how digital transformation can benefit women entrepreneurs and their businesses and gives insights into the actual challenges faced by women entrepreneurs and gaps in their respective environment. |
| 10:30 – 10:45 | *Coffee Break* |
| 10:45 – 12:30 | **Session 1 continued** |
| 12:30 – 14:00 | *Lunch* |
| 14:00 – 15:30 | **Session 2: Digital Marketing & E-Commerce**This session introduces practical skills needed to establish online presence and effectively market their products or services in the digital space. By mastering e-commerce platforms and digital marketing strategies, women entrepreneurs can tap into global markets, reach a wider audience, and boost sales, thereby expanding their businesses beyond geographical boundaries. |
| 15:30 – 15:45 | *Coffee Break* |
| 15:45 – 17:30 | **Session 2 continued** |

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| Tuesday, 24 September 2024 |
| Time | Description |
| 9:00 – 10:30 | **Session 2 continued** |
| 10:30 – 10:45 | *Coffee Break* |
| 10:45 – 12:30 | **Session 2 continued** |
| 12:30 – 14:00 | *Lunch* |
| 14:00 – 15:30 | **Session 2 continued** |
| 15:30 – 15:45 | *Coffee Break* |
| 15:45 – 17:30 | **Session 3: Trust and Security in Using Digital Technologies**This session aims to impart women entrepreneurs with fundamental skills, knowledge, and strategies concerning online security. It also focuses on enhancing basic skills and increasing awareness regarding digital security and data privacy. |

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| Wednesday, 25 September 2024 |
| Time | Description |
| 9:00 – 10:30 | **Session 3 continued** |
| 10:30 – 10:45 | *Coffee Break* |
| 10:45 – 12:30 | **Session 3 continued** |
| 12:30 – 14:00 | *Lunch* |
| 14:00 – 15:30 | **Session 4: Course Review** |
| 15:30 – 15:45 | *Coffee Break* |
| 15:45 – 16:30 | **Session 5: Action Planning** |
| 16:30 – 17:00 | **Evaluation****Certificates****Closing** |

**Resource Persons**

**Koh Yoet Siang (YS)**

YS is a seasoned Senior Performance Director at Kinesso and the Digital Director of Republic Asia. With over 13 years in the industry, YS leads a high-performing team of 15 marketers at Kinesso, managing significant media spends and earning accolades such as "Team of the Month" and "Employee of the Year." As a versatile T-shaped marketer, he excels in digital consulting, marketing, growth strategies, and more, serving clients across diverse sectors, including notable partnerships with AIA, Amazon, Citi, GovTech, Mastercard and Page Group. YS is also a dedicated educator, contributing to adult learners' digital fluency training, impacting over 2,700 individuals since 2017. A sought-after speaker and moderator at tech and media events, YS brings real-world marketing expertise to his engaging presentations, making him a pragmatic figure in both the corporate and educational realms.

**Nuraizah Baharin (Aizah)**

Aizah is a multi-award winning technopreneur and serial entrepreneur. She is an Electrical Engineering, and began her career in engineering and R&D with Motorola and Nokia. She started her first company in 2006, and now runs Madcat World, a software development house and Madcash, a Fintech that works on growing women with micro businesses. Aizah’s passion is advocating the advancement of women entrepreneurs. Nuraizah is also the ASEAN Access Ambassador and Malaysia’s local consultant in a 5 year project to encourage greater digital adoption amongst women entrepreneurs.

**Yudho Giri Sucahyo (Yudho)**

Yudho Giri Sucahyo is a lecturer and researcher at Fasilkom UI. Within the university environment, he served as Secretary at the Academic Senate of the University of Indonesia. In professional organizations, he is also active as Chair of the Board of Management at the Indonesian Domain Name Association (PANDI), Board Member at the Asia Pacific Top Level Domain Association (APTLD), and Academic Advisory Council at The Asia Pacific Institute for the Digital Economy.