



APCICT

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



# Empowering Women Entrepreneurs in Viet Nam through Digital Transformation

*Women ICT Frontier Initiative (WIFI DX) Training*

10-13 March 2026

Tây Bắc Hotel, Danang, Viet Nam

## BACKGROUND

Supporting women entrepreneurs in Viet Nam, particularly those leading micro, small, and medium enterprises (MSMEs), to harness the potential of digital tools and platforms is essential for advancing gender equality and inclusive economic growth. In Viet Nam, women entrepreneurs play a vital role in the economy, yet many continue to face systemic barriers in accessing resources, networks, and markets. Digital technologies can help bridge these gaps by providing affordable and effective ways to market products, access financial services, and strengthen the skills needed to sustain and grow their businesses.

For women-owned MSMEs in Viet Nam, the integration of digital tools, platforms, and data-driven approaches is increasingly critical for resilience and long-term sustainability. These enterprises are often more vulnerable to external shocks such as economic downturns or natural disasters. By leveraging e-commerce, digital marketing, and emerging technologies such as data analytics and artificial intelligence, they can diversify revenue streams, improve operational efficiency, and engage customers more effectively. Supporting women-led enterprises in adopting digital solutions will not only strengthen their competitiveness but also contribute to Viet Nam's broader economic resilience and inclusive development.

To advance this vision, the Asian and Pacific Training Centre for ICT for Development (APCICT), in collaboration with the Agency for Private Enterprise and Cooperative Development (APED) of Viet Nam, is organizing the WIFI DX Training on Empowering Women Entrepreneurs through Digital Transformation on 10-13 March 2026 in Danang. As APCICT's flagship initiative, WIFI DX promotes women's entrepreneurship in the digital economy through practical skills development and capacity building.

The Danang training will feature two tracks: (i) a **Women Entrepreneur Training for women CEOs** in Hanoi, with a strong focus on e-commerce, digital marketing, and practical applications of artificial intelligence to enhance business growth and competitiveness; and (ii) a **Training of Trainers (ToT)**, designed to build a pool of national trainers who can localize and sustain WIFI DX capacity-building efforts across Viet Nam.

## Objectives

The programme aims to strengthen the capacities of women entrepreneurs and national trainers in Viet Nam to harness digital technologies for business growth and sustainability. Specifically, it seeks to:

- Equip women CEOs with practical skills in e-commerce, digital marketing, and artificial intelligence applications to improve competitiveness.
- Develop a pool of national trainers who can localize and deliver WIFI DX modules, ensuring the sustainability and wider outreach of the initiative across Viet Nam.
- Contribute to Viet Nam's broader efforts in promoting gender equality and inclusive economic growth through digital transformation.

## Target Participants

The Women Entrepreneur Training track will bring together women CEOs and business leaders of micro, small, and medium enterprises in Hanoi. Priority will be given to women-led businesses in sectors with strong potential for digitalization and e-commerce adoption.

The Training of Trainers (ToT) track will engage representatives from government agencies, training institutions, women's business associations, and other relevant organizations. These participants will be selected based on their capacity to further disseminate and replicate WIFI DX training within their institutions and communities.

## Logistics and Duration

The WIFI DX Training will take place over four days, from 10 to 13 March 2026, at Tây Bắc Hotel, Danang.

- The Women Entrepreneur Training track will take place on 10-11 March.
- The Training of Trainers track will run on 12-13 March.

# PROGRAMME

WIFI DX Training for Women Entrepreneurs Tuesday, 10 March 2026	
Time	Description
8:00 – 9:00	Registration
9:00 - 9:30	<b>Opening Session</b> <ul style="list-style-type: none"><li>▪ Welcome Remarks</li><li>▪ Group Photo</li></ul>
9:30 – 10:30	<b>Session 1: Digital Landscape for Women Entrepreneurs in Viet Nam – Trends and Innovations</b>
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	<b>Session 2: Digital Marketing</b> <p>This session introduces participants to the basics of digital marketing. They will learn about various channels like social media, email marketing, and search engine marketing. Participants will explore how these channels drive business growth and brand visibility. Participants will learn the importance of SEO and how it enhances website visibility.</p>
12:00 – 1:00	<i>Lunch</i>
1:00 – 3:00	<b>Session 2: Digital Marketing (continued)</b>
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 4:00	<b>Session 3: E-Commerce</b> <p>This session provides an overview of e-commerce, teaching participants how to establish their online presence. Participants will dive into the operational side of running an e-commerce business, from inventory management to customer service. Participants will learn how to create a cohesive digital marketing strategy to promote their e-commerce business, including online advertising and leveraging social media.</p>

Wednesday, 11 March 2026

Time	Description
9:00 – 10:15	<b>Session 3: E-Commerce (continued)</b>
10:15 – 10:30	<i>Coffee Break</i>
10:30 – 12:00	<b>Session 3: E-Commerce (continued)</b>
12:00 – 1:00	<i>Lunch</i>
1:00 – 2:15	<b>Session 4: AI Applications for Women Entrepreneurs</b> This session introduces how new technologies are shaping the future of business. It explores how AI agents, chatbots, and automation can be implemented across sales, marketing, lead nurturing, and ecommerce - along with key FAQs, legal, and ethical risks to watch for.
2:15 – 2:30	<i>Coffee Break</i>
2:30 – 3:45	<b>Session 4: AI Applications for Women Entrepreneurs (continued)</b>
3:30 - 4:00	<b>Evaluation and Certificates</b>

WIFI DX Training of Trainers  
Thursday, 12 March 2026

Time	Description
9:00 – 10:30	<b>Session 1: Digital Landscape for Women Entrepreneurs in Viet Nam – Trends and Innovations</b>
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	<b>Session 2: Digital Marketing</b> This session introduces participants to the basics of digital marketing. They will learn about various channels like social media, email marketing, and search engine marketing. Participants will explore how these channels drive business growth and brand visibility. Participants will learn the importance of SEO and how it enhances website visibility.
12:00 – 1:00	<i>Lunch</i>
1:00 – 2:15	<b>Session 2: Digital Marketing (continued)</b>
2:15 – 2:30	<i>Coffee Break</i>
2:30 – 4:00	<b>Session 3: E-Commerce</b> This session provides an overview of e-commerce, teaching participants how to establish their online presence. Participants will dive into the operational side of running an e-commerce business, from inventory management to customer service. Participants will learn how to create a cohesive digital marketing strategy to promote their e-commerce business, including online advertising and leveraging social media.

Friday, 13 March 2026

Time	Description
9:00 – 10:30	<b>Session 3: E-Commerce (continued)</b>
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	<b>Session 4: AI Applications for Women Entrepreneurs</b> This session introduces how new technologies are shaping the future of business. It explores how AI agents, chatbots, and automation can be implemented across sales, marketing, lead nurturing, and ecommerce - along with key FAQs, legal, and ethical risks to watch for.
12:00 – 1:00	<i>Lunch</i>
1:00 – 2:15	<b>Session 4: AI Applications for Women Entrepreneurs (continued)</b>
2:15 – 2:30	<i>Coffee Break</i>
2:30 – 3:45	<b>Training Discussion &amp; Trainers Mock-Delivery</b>
3:45 – 4:00	<b>Evaluation, Certificates and Closing</b>