



APCICT

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

Empowering Women Entrepreneurs in Cambodia through Digital Transformation

Women ICT Frontier Initiative (WIFI DX) Training

6-9 May 2026, Phnom Penh

BACKGROUND

Empowering women entrepreneurs, especially those running micro, small, and medium enterprises (MSMEs), with digital capabilities is fundamental to achieving gender equality and driving inclusive economic growth. Women entrepreneurs are a cornerstone of Cambodia's economy, yet many continue to encounter systemic obstacles in accessing resources, networks, and markets. Their businesses remain disproportionately exposed to external shocks such as economic downturns, natural disasters, and other crises, while limited access to digital knowledge, tools, and platforms further restricts their ability to broaden market reach, enhance efficiency, and adapt to evolving business conditions.

For women-owned MSMEs in Cambodia, developing both an entrepreneurial mindset and hands-on digital skills can help in overcoming these challenges and building greater resilience. Gaining proficiency in areas such as e-commerce, digital marketing, data analytics, and artificial intelligence allows women entrepreneurs to diversify their income streams, streamline operations, and deepen customer engagement. Equally critical is the capacity to anticipate disruptions and plan for business continuity as well as how to sustain, adapt, and grow their enterprises in an increasingly digital economy.

Digital capacity development is therefore not only an engine of business growth, but a vital foundation for resilience and long-term sustainability. Supporting women-led enterprises in embracing these capabilities will enhance their competitiveness and contribute to broader economic resilience and more equitable development.

In this regard, the Ministry of Commerce, the Cambodian Women Entrepreneurs Network (CamWEN), and the Asian and Pacific Training Centre for ICT for Development (APCICT) will jointly organize the WIFI DX Training on Empowering Women Entrepreneurs through Digital Transformation, to be held on 6-9 May 2026 in Phnom Penh. WIFI DX advances women's entrepreneurship through digital skills development, and the training will cover e-commerce, digital marketing, data analytics, artificial intelligence, and business continuity planning.

About the Programme

The four-day training will cover 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.
- **Data Analytics for Women Entrepreneurs.** This course equips entrepreneurs with essential data analytics skills to improve decision-making and business outcomes, including how to collect, analyze, and interpret data to gain insights, improve operations, and boost business performance.
- **AI for Women Entrepreneurs.** This course 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.
- **Business Continuity Planning.** This course helps women entrepreneurs manage and overcome crises, natural or man-made. It covers core concepts, planning processes, tool usage, and encourages participants to outline key action points for their business continuity plans.

Objectives

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

- Inspire women entrepreneurs to embrace digital transformation and build confidence in leveraging business innovation and digital technologies to drive sustainable growth.
- Equip women entrepreneurs with practical skills in e-commerce, digital marketing, and data analytics to expand market reach, engage customers effectively, and make data-driven business decisions.
- Introduce artificial intelligence tools and automation to enhance sales, marketing, and operations, while building awareness of associated legal and ethical considerations.

- Strengthen business resilience by developing continuity plans to withstand disruptions, and contribute to Cambodia's broader goals of gender equality and inclusive economic growth through digital transformation.

Target Participants

The training will bring together women entrepreneurs of micro, small, and medium enterprises in Phnom Penh and surrounding areas. Priority will be given to women-led businesses in sectors with strong potential for digitalization and e-commerce adoption. The training will also include potential trainers who are expected to cascade the knowledge and skills learned to their respective communities.

Logistics and Duration

The WIFI DX Training will take place over four days, from 6 to 9 May 2026, in Phnom Penh.

PROGRAMME

Wednesday, 6 May 2026	
Time	Description
8:30 – 9:00	Registration
9:00 - 9:30	Opening Session <ul style="list-style-type: none">Ms. Kim Tol Tan, Executive Director, CamWENMr. Kiyoungh Ko, Director, APCICT/ESCAP (via Zoom)Ms. Chea Ratha, Secretary of State, Ministry of Commerce, Cambodia Group Photo
9:30 – 10:30	Session 1: Women Empowerment through Business Innovation and Digital Transformation
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 1 (continued)
12:00 – 1:30	<i>Lunch</i>
1:30 – 3:00	Session 2: Digital Marketing <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>
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 5:00	Session 2 (continued)

Thursday, 7 May 2026

Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	Session 3: E-Commerce
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 3 (continued)
12:00 – 1:30	<i>Lunch</i>
1:30 – 3:00	Session 4: AI Applications for Women Entrepreneurs
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 5:00	Session 4 (continued)

Friday, 8 May 2026

Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	Session 5: Data Analytics
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 5 (continued)
12:00 – 1:30	<i>Lunch</i>
1:30 – 3:00	Session 6: Business Continuity Planning
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 5:00	Session 6 (continued)

Saturday, 9 May 2026

Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	Session 7: Action Planning
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 7 (continued)
12:00 – 1:00	Evaluation, Certificates and Closing
1:00 – 2:00	<i>Lunch</i>
2:00 – 3:30	TOT Discussion <i>Snacks and Close</i>