

Empowering Women Entrepreneurs through Digital Transformation

30-31 July 2026, Double Tree by Hilton, Vientiane [Draft]

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.

Asian and Pacific Training Centre for ICT for Development (APCICT) and the Ministry of Technologies and Communications are organizing the Training on Empowering Women Entrepreneurs through Digital Transformation on 30-31 July 2026. The programme aims to empower women entrepreneurs 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 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
- **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—along with key FAQs, legal, and ethical risks to watch for.

TARGET PARTICIPANTS

The training will be attended by potential trainers and women entrepreneurs as well as representatives of women’s associations and stakeholders on women’s entrepreneurship.

CONTACT

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PROGRAMME

Day 1	
08:30-9:00 (30 minutes)	Opening Session Group photo
9:00-10:00 (60 minutes)	Session 1: Introduction WIFI DX & Business Model Canvas (BMC) and Business Planning –Tanatat



10:00-10:15	<i>Coffee break</i>
10:15-12:00 (115 minutes)	Session 2: AI Applications – YS
12:00-13:00	<i>Lunch</i>
13:00-14:15 (75 minutes)	Session 3: AI Applications (continued) – YS
14:15-14:30	<i>Coffee break</i>
14:30-16:30 (120 minutes)	Session 3: Digital Marketing – YS
Day 2	
8:30-10:00 (90 minutes)	Session 4: Ecommerce – YS
10:00-10:15	<i>Coffee break</i>
10:15-10:25 (10 minutes)	Video Presentation: Advancing Women's Economic Empowerment in Asia and the Pacific in the context of Key Megatrends
10:25-12:00 (95 minutes)	Session 5: BMC exercise –Tanatat
12:00-13:00	<i>Lunch</i>
13:00-14:15 (75 mins)	Session 5: BMC exercise (continued) – Tanatat
14:15-14:30	<i>Coffee break</i>
14:30-15:30 (60 minutes)	Session 6: Putting thing together (hands-on group exercise) –Tanatat
15:30-16:00 (30 minutes)	Session 6: Presentation (group exercise) –Tanatat
16:00-16:30 (30 minutes)	Session 7: Wrap-up, Evaluation, and closing

