

Empowering Women Entrepreneurs in Tonga through Digital Transformation

Women ICT Frontier Initiative (WIFI DX) Training

7, 10 August 2026, Nuku'alofa, Tonga

BACKGROUND

Strengthening the digital capacity of women entrepreneurs, particularly those leading micro, small, and medium enterprises (MSMEs), is essential to advancing gender equality and fostering inclusive economic growth. In Tonga, women entrepreneurs play a vital role in the economy, yet many continue to face systemic barriers to accessing resources, networks, and markets. Their enterprises are often disproportionately vulnerable to external shocks, including economic downturns, natural disasters, and other crises. Limited access to digital knowledge, tools, and platforms further constrains their ability to expand market reach, improve efficiency, and respond to changing business environments.

Tonga's geography presents distinct challenges for women entrepreneurs seeking to grow and sustain their businesses. Reaching customers beyond the local market, accessing supply chains, and maintaining operations in the face of natural disasters or economic shocks are daily realities for many women-led MSMEs. Digital tools and platforms offer a practical pathway to overcome these constraints. Competencies in e-commerce, digital marketing, data analytics, and artificial intelligence can open new revenue channels, streamline operations, and deepen customer relationships regardless of physical location. Alongside these growth-enabling skills, the ability to plan for disruption and maintain business continuity is equally critical — empowering women entrepreneurs to absorb shocks, adapt quickly, and keep their enterprises on a sustainable trajectory in an evolving digital landscape.

Developing digital capabilities is, therefore, not only a driver of growth but also a critical foundation for resilience and long-term sustainability. Supporting women-led enterprises in adopting them will sharpen their competitiveness while contributing to the broader economic resilience and more inclusive development.

To advance this vision, the Ministry of Meteorology, Energy, Information, Disaster Management, Environment, Climate Change and Communications (MEIDECC) of Tonga, Tonga Women and ICT (TWICT), and the Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP) are organizing the WIFI DX Training on Empowering Women Entrepreneurs through Digital Transformation on 7, 10 August 2026 in Nuku'alofa. The training will focus on e-commerce, digital marketing, data analytics, and business continuity planning.

About the Programme

The 2-day training will cover the following courses:

- **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.
- **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 Tonga 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 AI to expand market reach, engage customers effectively, and make data-driven business decisions.
- Strengthen business resilience by developing continuity plans to withstand disruptions.

Target Participants

The training will bring together women entrepreneurs of micro, small, and medium enterprises in Nuku'alofa and surrounding areas, as well as potential trainers who can cascade the knowledge and skills to a wider audience beyond the training. Priority will be given to women-led businesses in sectors with strong potential for digitalization and e-commerce adoption.

PROGRAMME

Friday, 7 August 2026	
Time	Description
8:30 – 9:00	Registration
9:00 - 9:30	Opening Session • Prayer • Welcome Remarks, TWICT • Opening Remarks, MEIDECC • Remarks, APCICT • Benediction • Group Photo
9:30 – 10:45	Session 1: Digital Marketing
10:45 – 11:00	<i>Coffee Break</i>
11:00 – 12:30	Session 1 (continued)
12:30 – 1:30	<i>Lunch</i>
1:30 – 3:00	Session 2: E-Commerce
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 4:30	Session 2 (continued)

Monday, 10 August 2026	
Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	Session 3: AI for Women Entrepreneurs
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: Business Continuity Planning
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 4:30	Session 4 (continued)
4:30 – 4:00	Evaluation and Closing