

Empowering Women Entrepreneurs in Tuvalu through Digital Transformation

Women ICT Frontier Initiative (WIFI DX) Training of Trainers

12 – 14 August 2026, Funafuti, Tuvalu

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 Tuvalu, 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.

As one of the world's smallest and most remote nations, Tuvalu presents a unique set of challenges for women entrepreneurs. With a limited domestic market, geographic isolation and connectivity constraints make it difficult for women-led MSMEs to reach customers, access resources, and scale their businesses. Compounding these challenges is Tuvalu's acute vulnerability to climate change: rising sea levels, extreme weather events, and environmental degradation pose existential risks that can disrupt livelihoods and business operations with little warning.

In this context, digital skills are not a luxury but a necessity. Capabilities in e-commerce, digital marketing, data analytics, and artificial intelligence can help women entrepreneurs transcend geographic boundaries, tap into regional and global markets, and run their businesses more efficiently. Equally vital is building the capacity to plan for disruption — enabling women-led enterprises to anticipate shocks, maintain continuity, and adapt in ways that keep their businesses viable even in the most challenging circumstances.

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 Foreign Affairs, Labour and Trade (MFALT) and the Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP) will organize the WIFI DX Training of Trainers on Empowering Women Entrepreneurs through Digital

Transformation on 12 – 14 August 2026 in Funafuti. The training will focus on e-commerce, digital marketing, AI applications, and business continuity planning.

About the Programme

The 3-day training will cover the following courses:

- **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.
- **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.
- **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 potential trainers in Tuvalu to harness digital technologies for business growth and sustainability. Specifically, it seeks to:

- Inspire participants to embrace digital transformation and build confidence in leveraging business innovation and digital technologies to drive sustainable growth.
- Equip participants 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 business leaders and potential trainers in Funafuti and surrounding areas who can cascade the knowledge and skills to a wider audience beyond the training.

PROGRAMME

Wednesday, 12 August 2026	
Time	Description
8:30 – 9:00	Registration
9:00 - 9:30	Opening Session ▪ Welcome Remarks, MFALT, APCICT ▪ Group Photo
9:30 – 10:45	Session 1: AI for Women Entrepreneurs
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 1 (continued)

Thursday, 13 August 2026	
Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	Session 2: Digital Marketing
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 2 (continued)
12:00 – 1:30	<i>Lunch</i>
1:30 – 3:00	Session 3: E-Commerce

Friday, 14 June 2026	
Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	Session 3 (continued)
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 4: Business Continuity Planning
12:00 – 1:30	<i>Lunch</i>
1:30 – 3:00	Session 4 (continued) Evaluation and Closing