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

MINISTRY OF INDUSTRY AND ENTREPRENEURSHIP DEVELOPMENT

Training of Trainers: Empowering Women Entrepreneurs through Digital Transformation

Colombo, 28-30 October 2026

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.

The Asian and Pacific Training Centre for ICT for Development (APCICT) and the Ministry of Industry and Entrepreneurship Development are organizing the “Training of Trainers on Empowering Women Entrepreneurs through Digital Transformation” on 28-30 October 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.

- **Data Analytics for Women Entrepreneurs**. This course equips entrepreneurs with essential data analytics skills to improve decision-making and business outcomes. It covers key concepts such as descriptive, diagnostic, predictive, and prescriptive analytics, while emphasizing ethical data use and customer protection. Participants will learn to apply data insights to enhance customer development, marketing strategies, and overall business performance. Participants will learn how to collect, analyze, and interpret data to gain insights, improve operations and boost business performance.

- **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 covers how new technologies are shaping business, followed by hands-on competency building. Participants will sharpen prompting for reliable outputs, create multimedia content with free GenAI tools, build custom AI assistants for repetitive tasks, and vibe-code a live website. It also addresses common questions and the legal and ethical use of AI.

- **Business Continuity Planning**. This course addresses the need for proactive planning in the face of uncertainties. Business continuity planning will provide knowledge and skills for women entrepreneurs to plan, strategize, and manage crisis situations in their businesses.

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	
9:00-9:30 (30 minutes)	**Opening Session** **Welcome remarks:** • Ministry of Industry and Entrepreneurship Development • APCICT Group photo
9:30-10:00 (30 minutes)	Session 1: Introduction WIFI DX & Business Innovation – Mayette & Irene
10:00-10:15	*Coffee break*
10:15-12:00 (105 minutes)	Session 2: Business Model Canvas (BMC) - Mayette & Irene
12:00-13:00	*Lunch*
13:00-14:30 (90 minutes)	Session 3: Digital marketing – YS
14:30-14:45	*Coffee break*
14:45-16:00 (75 minutes)	Session 4: E-commerce - YS
Day 2	
9:00-10:30 (90 minutes)	Session 5: AI applications for women entrepreneurs – YS
10:30-10:45	*Coffee break*
10:45-12:00 (75 minutes)	Session 5: continued
12:00-13:00	*Lunch*
13:00-14:30 (90 minutes)	Session 6: Data Analytics – Irene
14:30-14:45	*Coffee break*
14:45-16:00 (75 minutes)	Session 6: continued
Day 3	
9:00-10:30 (90 minutes)	Session 7: Business Continuity Planning - Mayette
10:30-10:45	*Coffee break*
10:45-12:00 (75 minutes)	Session 8: BMC discussion & presentations – Mayette and Irene
12:00-13:00	*Lunch*
13:00-14:30 (90 minutes)	Session 9: Putting thing together – Mayette and Irene
14:30-14:45	*Coffee break*
14:45-15:30 (45 minutes)	Session 10: Wrap-up, Evaluation, and closing