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

Empowering Women Entrepreneurs in Yogyakarta through Digital Transformation

Women ICT Frontier Initiative (WIFI DX) Training

3-5 November 2026, Yogyakarta

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. In Indonesia, MSMEs contribute around 62 per cent of gross domestic product and account for some 97 per cent of employment,[1] and nearly two-thirds of them are managed by women.[2] In Yogyakarta, women entrepreneurs are the backbone of a local economy built on culture, tourism, and the creative industries, from batik, silver craft, and other handicrafts to culinary and hospitality businesses.[3] Yet many continue to encounter systemic obstacles in accessing resources, networks, and markets. Their businesses depend heavily on visitor spending and local demand, which leaves them exposed to external shocks such as economic downturns, natural disasters, and public health crises. Limited access to digital knowledge, tools, and platforms further restricts their ability to reach customers beyond the city, enhance efficiency, and adapt to evolving business conditions.

For women-owned MSMEs in Yogyakarta, developing both an entrepreneurial mindset and hands-on digital skills offers a path to overcoming these challenges and building greater resilience. Proficiency in e-commerce, digital marketing, data analytics, and artificial intelligence allows women entrepreneurs to bring Yogyakarta's distinctive products and services to national and international markets, diversify their income streams, streamline operations, and deepen customer engagement. Equally critical is the capacity to anticipate disruptions and to sustain, adapt, and grow their enterprises in an increasingly digital economy.

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[1] Ministry of Micro, Small and Medium Enterprises of the Republic of Indonesia, citing Statistics Indonesia (BPS), as reported in "Indonesia's 65.5 mln MSMEs absorb 119 mln workers: govt", Antara News, 16 July 2025. Available at https://mataram.antaranews.com/berita/470849/indonesias-655-mln-msmes-absorb-119-mln-workers-govt

[2] Statistics Indonesia (BPS), 2021 data, as cited in EGROW Foundation, "The Feminine Economy: Women-led MSMEs and the Indonesia Emas 2045 Growth Dividend", July 2026. Available at https://egrowfoundation.org/research/the-feminine-economy-women-led-msmes-and-the-indonesia-emas-2045-growth-dividend/

[3] "Kadin: UMKM perempuan berbasis hobi dorong ekonomi kreatif di Yogyakarta", Antara News Yogyakarta, 23 October 2025. Available at https://jogja.antaranews.com/berita/778297/kadin-umkm-perempuan-berbasis-hobi-dorong-ekonomi-kreatif-di-yogyakarta

Digital capacity development is therefore not only an engine of business growth, but a vital foundation for resilience and long-term sustainability. As a centre of education and culture with a large community of young talent and digital creatives, Yogyakarta is well placed to help women-led enterprises embrace these capabilities, strengthening their competitiveness and contributing to more equitable and resilient development across the city and the wider Special Region of Yogyakarta.

In this regard, the Yogyakarta City Government, through the Yogyakarta City Trade Office (Dinas Perdagangan Kota Yogyakarta), together with the Employers' Association of Indonesia (APINDO) and the Asian and Pacific Training Centre for ICT for Development (APCICT), and with the kind support of Gusti Kanjeng Ratu (GKR) Mangkubumi of the Ngayogyakarta Hadiningrat Sultanate, will jointly organize the WIFI DX Training on Empowering Women Entrepreneurs through Digital Transformation, to be held on 3-5 November 2026 in Yogyakarta. WIFI DX advances women's entrepreneurship through digital skills development, and the training will cover e-commerce, digital marketing, data analytics, artificial intelligence, and action planning.

About the Programme

The three-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.

Objectives

The programme aims to strengthen the capacities of women entrepreneurs in Indonesia 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 action plans that leverage digital technologies, and contribute to Indonesia'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 Yogyakarta 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.

Venue and Duration

The WIFI DX Training will be held on 3 to 5 November 2026 at PORTA by Ambarrukmo, Yogyakarta.

PROGRAMME

Tuesday, 3 November 2026	
Time	Description
8:30 – 9:00	Registration
9:00 - 9:30	**Opening Session** *Kiyoung Ko, APCICT/ESCAP* *Veronica Ambar Ismuwardani - Head of Yogyakarta Trade Office* *Anjani Amitya Kirana - Director of Pura Nusantara Foundation* *APCICT/ESCAP* **Group Photo**
9:30 – 10:30	**Session 1: Women Empowerment through Business Innovation and Digital Transformation** *Resource Person: Ms. Irene Boey*
10:30 – 10:45	*Coffee Break*
10:45 – 12:00	**Session 1 continued**
12:00 – 1:30	*Lunch*
1:30 – 3:00	**Session 2: AI Applications for Women Entrepreneurs** *Mr. YS Koh*
3:00 – 3:15	*Coffee Break*
3:15 – 5:00	**Session 2 continued**

Wednesday, 4 November 2026	
Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	**Session 3: E-Commerce** *Mr. YS Koh*
10:30 – 10:45	*Coffee Break*
10:45 – 12:00	**Session 3 continued**
12:00 – 1:30	*Lunch*
1:30 – 3:00	**Session 4: Digital Marketing** *Mr. YS Koh*
3:00 – 3:15	*Coffee Break*
3:15 – 5:00	**Session 4 continued**

Thursday, 5 November 2026	
Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	**Session 5: Data Analytics for Women Entrepreneurs** *Resource Person: Ms. Irene Boey*
10:30 – 10:45	*Coffee Break*
10:45 – 12:00	**Session 5 continued**
12:00 – 1:30	*Lunch*
1:30 – 3:00	**Session 6: Action Planning for TOT** *Resource Persons: Ms. Irene Boey, Mr. YS Koh, Mr. Robert de Jesus*
3:00 – 3:15	*Coffee Break*
3:15 – 5:00	**Session 7: Evaluation** **Certificates and Closing**