APCICT Annual Digital Leaders Programme
Empowering Women Entrepreneurs through Digital Transformation

24-26 October 2023, Incheon, Republic of Korea

BACKGROUND

The Asian and Pacific Training Centre for ICT for Development – a regional institute of the Economic and Social Commission for Asia and the Pacific with a mandate on capacity building on digital technologies for sustainable development – launched the **Women ICT Frontier Initiative (WIFI)** in June 2016 to promote women entrepreneurship through digital skills development. It aims to strengthen capacities of women entrepreneurs to utilize digital tools in support of their businesses, as well as capacities government leaders and policymakers in providing an enabling environment for ICT empowered women entrepreneurs through gender-responsive ICT-enabled policies and programmes.

Since WIFI's launch, the technology landscape for women entrepreneurs has evolved considerably, with new tools and platforms that offer unprecedented opportunities for growth and innovation. The COVID-19 pandemic also underscored the critical importance of digital transformation and the necessity for businesses to adopt digital solutions. For women entrepreneurs, mastering digital proficiencies has become not merely a competitive advantage—it is a necessity for success and survival. Failing to adapt to these technological changes can result in missed opportunities, which is especially concerning given the already existing gender disparities in the entrepreneurial ecosystem.

Recognizing the technology trends and challenges facing women entrepreneurs, the Centre is enhancing its WIFI strategy to provide more impactful and practical support to promote women's entrepreneurship in the region. In cooperation with Incheon

Metropolitan City, APCICT is organizing its second Digital Leaders Programme to discuss the new WIFI strategy, solicit comments and review on new training modules, develop roll-out plans and strengthen the partnerships. The Digital Leaders Programme will be held on 24-26 October 2023 in Incheon, Republic of Korea.

MEETING OBJECTIVES

The meeting aims to:

- Introduce the new WIFI programme and its importance in empowering women entrepreneurs through digital transformation;
- Provide recommendations for the Centre's WIFI training content development and programme delivery;
- Exchange experiences and lessons learned on national ICT capacity building strategies and programmes for women entrepreneurs; share perspectives and good practices on effective capacity building; and
- Strengthen partnership among the Centre's WIFI partners and champions on WIFI implementation and develop a roadmap for national implementation.

KEY DISCUSSION AREAS

Over the course of the Meeting, the following will be discussed:

- **Introduction on the new WIFI programme and upcoming modules and courses**. National partners will be introduced to new WIFI courses, covering topics such as: *Women Empowerment through Business Innovation and Digital Transformation, Leveraging business through E-Commerce & Digital Marketing, Financial Management using Digital Technology, Cyber Trust and Security, Business Continuity Planning, and Data Analytics for Women Entrepreneurs*.

- **Solicitation of comments.** National partners will be requested to provide feedback on new WIFI modules that will be launched by the Centre in early 2024.

- **Exchange of good practices and lessons learned**. National partners will share their ICT capacity building strategies and programmes for women entrepreneurs for peer learning and exchange.

- **Developing National Action Plans for WIFI Implementation**. National partners will discuss and share their plans for ICT capacity building in 2024, including strategies to localize and institutionalize the WIFI in national human resource development frameworks and relevant agencies.

PARTICIPANTS

The event will convene the Centre's network of partners and experts who had been engaged with and supported the development and delivery of ICT capacity building programmes for women entrepreneurs across Asia and the Pacific.

PROGRAMME

Day 1 – Tuesday (24 October)	
Time	Description
09:30 – 10:00	*Registration*
10:00 – 10:30	**Opening Session** ▪ Welcome Remarks by Mr. Kiyoung Ko, Director, APCICT/ESCAP ▪ Remarks by Mr. Youngsin Kim, Director of Foreign Affairs Department, Incheon Metropolitan City ▪ Remarks by representative from Ministry of Science and ICT, Republic of Korea ▪ Remarks by H.E. Ms. Maria Theresa B. Dizon - de Vega, Ambassador of the Philippines to the Republic of Korea ▪ Group Photo
10:30 – 12:00	**Panel Session: Digital Transformation and Innovation for Women Empowerment and Entrepreneurship** ▪ Ms. Anna Lim Pei Yun, Executive Director, SouperChef, The Soup Spoon Pte Ltd, Singapore ▪ Ms. Bernadetta Raras Indah Rosari, SCM&ID Director of IDFOOD Group, Indonesia ▪ Ms. Carol Fung, Senior Manager, Business Digitalization, Malaysia Digital Economy Corporation ▪ Ms. Anamaria Saili, Project Manager, Maua App E-Commerce Platform, Samoa ▪ Ms. Jeon, Hye-jin, CEO, EazyTask Co, Republic of Korea ▪ Ms. Natasha Beschorner, Senior Manager, Public Sector Public Policy, Amazon Web Services *Moderator* ▪ Ms. Irene Boey, Chairperson of Research & Advocacy of SG-WEN at Singapore Business Federation (SBF) and APCICT Resource Person
12:00 – 14:00	*Lunch*

14:00 – 15:30	**Panel Session: Enabling Government Policies and Programmes for Women's Entrepreneurship** ▪ Mr. Nazeem Hassan Satter, General Manager, SME Foundation, Bangladesh ▪ Ms. Trinh Thi Huong, Deputy Director General, Agency for Enterprise Development, Viet Nam ▪ Ms. Tauatia Sesalina Tuimauga, Principal Investment Promotion Officer, Ministry of Commerce Industry and Labour (MCIL), Samoa ▪ Ms. Assem Nurgaliyeva, Advisor to the Minister of Digital Development, Innovation and Aerospace Industry, Kazakhstan *Moderator* ▪ Ms. Sudha Gooty, Programme Manager, Social Development Division, ESCAP
15:30 – 16:00	*Coffee Break*
16:00 – 17:15	**Panel Session: Women Entrepreneur Challenges in Leveraging Digital Transformation in their Businesses** ▪ Ms. Pramila Acharya Rijal, President, South Asian Women Development Forum, Nepal ▪ Ms. Nasibakhon Aminova, Executive Director, National Association of Small and Medium Business, Tajikistan ▪ Ms. Ratha Chea, Vice President, Cambodia Women Entrepreneur Association, Cambodia ▪ Mr. Frederick Lasmarias, General Manager, Online Micro Sellers Multipurpose Cooperative, Philippines ▪ Ms.Ha, Jeong-yoon, Global Lead, IR.PR Manager / Wright Brothers. Co., Republic of Korea *Moderator* ▪ Ms. Kamolrat Intaratat, Director, Research Center of Communication and Development Knowledge Management, Thailand
17:15 – 17:45	**Presentation on the New WIFI Programme** ▪ Ms. Irene Boey, APCICT Resource Person ▪ Ms. Maria Macapagal, APCICT Resource Person
17:45 – 20:00	*Welcome dinner*

Day 2 – Wednesday (25 October)	
Time	Description
09:00 – 09:15	*Registration*
09:15 – 09:45	**Presentation on the New WIFI Programme** (continued) **Discussion**
09:45 – 10:30	**Review of the WIFI Foundation Course** ▪ Ms. Irene Boey, APCICT Resource Person ▪ Ms. Maria Macapagal, APCICT Resource Person **Discussion**
10:30 – 10:45	*Coffee Break*
10:45 – 13:00	**Review of the WIFI sub-modules** E-Commerce and Digital Marketing ▪ Presenter: Mr. Kenneth Katafono, Founder, TraSeable Solutions and APCICT Resource Person Digital Technologies and Financial Management ▪ Presenter: Ms. Lida Loem, Founder and Head of Learning Design, SHE Investments and APCIC T Resource Person Business Continuity Planning ▪ Presenter: Ms. Maria Macapagal, APCICT Resource Person *Facilitator* ▪ Ms. Irene Boey, APCICT Resource Person
13:00 – 14:00	*Lunch*

Day 2 – Wednesday (25 October)

14:00 – 15:00	**Review of the WIFI sub-modules** (continued)
	
	Data Analytics for Women Entrepreneurs
	  ▪ Presenter: Ms. Irene Boey, Chairperson of Research & Advocacy of SG-WEN, Singapore Business Federation (SBF) and APCICT Resource Person
	
	Trust and Security in using Digital Technologies
	  ▪ Presenter: Ms. Nuraizah Shamsul Baharin, Managing Director, Madcat World and APCICT Resource Person
	
	Facilitator
	  ▪ Ms. Maria Macapagal, APCICT Resource Person

15:00 – 15:30	*Coffee Break (WIFI Programme Naming)*
15:30 – 17:00	**Creating National Action Plans for WIFI implementation** *Facilitators* ▪ APCICT Resource Persons

Day 3 – Thursday (26 October)

Time	Description
09:00 – 09:15	*Registration*
09:15 – 11:45	**Plenary Presentations on National Action Plans**
11:45 – 12:30	**Next Steps and Closing** ▪ Mr. Kiyoung Ko, Director, APCICT/ESCAP **Evaluation**