

Women ICT Frontier Initiative (WIFI) DX: North and Central Asia Launch & Kazakhstan National Training

Empowering Women Entrepreneurs through Digital Transformation

3-5 September 2024, Astana, Kazakhstan

Digital technologies have become indispensable tools for women entrepreneurs, leveling the playing field and opening up new opportunities. These technologies provide access to wider markets, enabling women to reach customers and partners far beyond their local communities. Online platforms and e-commerce solutions allow women entrepreneurs to showcase their products or services to a broader audience, often with lower overhead costs than traditional brick-and-mortar establishments. By harnessing the power of digital technologies, women entrepreneurs can overcome traditional obstacles, innovate in their fields, and contribute significantly to economic growth and diversity in the business landscape.

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 the capacities of women entrepreneurs to utilize digital tools in support of their businesses, as well as the capacities of government leaders and policymakers to provide an enabling environment for ICT-empowered women entrepreneurs through gender-responsive ICT-enabled policies and programs.

Recognizing the emerging technology trends and challenges that women entrepreneurs face in the region, the Centre revamped the WIFI programme – now called WIFI DX – to offer new and practical courses that will support them in their digital transformation journey. WIFI DX cover topics such as: E-Commerce & Digital Marketing, Digitalization of Business Financial Management, Trust and Security, Business Continuity Planning, Data Analytics for Women Entrepreneurs.

APCICT, in cooperation with Kazakhstan's Ministry of Digital Development, Innovation and Aerospace and Astana Hub Centre, are organizing the **WIFI DX North and Central Asia Launch and Kazakhstan National Training** on 3-5 September 2024, in Astana, Kazakhstan. The training aims to equip participants with the knowledge and skills on the newly-developed WIFI modules for supporting women entrepreneurs on digital transformation.

The event is being held in conjunction with Asia-Pacific Ministerial Conference on Digital Inclusion and Transformation in Astana on 3-5 September 2024.

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 transformative 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 empowers women entrepreneurs with the ability to derive insights from data, driving informed decision-making.
- Business Continuity Planning. This course addresses the need for proactive planning in the face of uncertainties and provides the knowledge and skills for women entrepreneurs to plan, strategize, and manage crisis situations in their businesses.

PARTICIPANTS

The training will be attended by women entrepreneurs from Kazakhstan as well as representatives of women's associations and stakeholders on women's entrepreneurship from countries in North and Central Asia.



DRAFT PROGRAMME
3-5 SEPTEMBER 2024, ASTANA HUB CENTRE

Tuesday, 3 September 2024	
Time	Description
08:30 – 09:00	Registration
09:00 - 11:00	Session 1: Women Empowerment through Business Innovation and Digital Transformation
11:00 – 11:45	<i>Brunch</i>
11:45	<i>Depart for Astana Congress Center</i>
12:30 – 13:45	<i>Launch of Women ICT Frontier Initiative (WIFI DX) for North and Central Asia</i> Side Event at the Asia Pacific Ministerial Conference on Digital Inclusion and Transformation (Astana Congress Center)
13:45	<i>Depart for Astana Hub Centre</i>
14:15 – 15:45	Session 2: Digital Marketing & E-Commerce
15:45 – 16:00	<i>Coffee Break</i>
16:00 – 17:00	Session 2 continued



Wednesday, 4 September 2024

Time	Description
08:30 – 9:00	Registration
9:00 – 10:30	Session 2 continued
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 2 continued
12:15 – 13:45	Lunch
13:45 – 14:30	Session 3: Data-Analytics
15:00 – 15:15	<i>Coffee Break</i>
15:15 – 17:00	Session 3 continued



Thursday, 5 September 2024

Time	Description
08:30 – 9:00	Registration
9:00 – 10:30	Session 4: Business Continuity Planning
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 4 continued
12:00 – 13:30	<i>Lunch</i>
13:30 – 14:30	Session 5: Individual Activity
14:30 – 15:00	<i>Coffee Break</i>
15:00 – 16:00	Presentations
16:00 – 16:30	Wrap-up & Evaluation Closing

