# **Empowering Entrepreneurs through Digital Transformation**

5-6 December 2024, Tashkent, Uzbekistan

Digital technologies have become indispensable tools for entrepreneurs, leveling the playing field and opening up new opportunities. These technologies provide access to wider markets, enabling entrepreneurs to reach customers and partners far beyond their local communities. Online platforms and e-commerce solutions allow entrepreneurs to showcase their products or services to a broader audience, often with lower overhead costs than traditional brick-and-mortar establishments.

By leveraging digital tools, entrepreneurs can not only overcome conventional barriers, such as geographic limitations and high operational costs, but also innovate and compete in new ways. This helps drive business growth, fosters economic diversification, and contributes to the overall resilience of the economy.

To further support and enhance the capabilities of entrepreneurs in embracing digital transformation, the Ministry of Digital Technologies, the Islamic Development Bank, and the Asian and Pacific Training Centre for ICT for Development are organizing a training on "Empowering Entrepreneurs through Digital Transformation" to strengthen the capacities of Entrepreneurs. This event is scheduled to take place from 5-6 December 2024, in Tashkent.

**TRAINING OBJECTIVES**

The aim of this training is to strengthen the capacities of entrepreneurs to effectively utilize digital tools in support of their businesses. Participants will be equipped with the knowledge and digital skills necessary for driving digital transformation within their enterprises. By the end of this training, participants will have a comprehensive understanding of how to leverage digital technologies to enhance their business operations, reach new markets, and ensure long-term success

**KEY TOPICS COVERED**

* **Dynamics of Digital Entrepreneurship through Digital Economy and Transformation.** This course aims to enhance the understanding of the growing importance of the development and transformation of digital economy, together with opportunities and challenges facing digital entrepreneurs. The course provides international perspectives and case examples, and also prepares entrepreneurs to engage with the following sessions.
* **Digital Technologies and Financial Management**. This course offers an exploration of modern financial management strategies and practices empowered by digital technologies. Participants will gain insights into leveraging digital tools to optimize financial processes, track transactions, and enhance business decision-making. The course delves into utilizing digital platforms for bookkeeping, profit and loss analysis, cash flow analysis and forecasting, and related financial reports equipping entrepreneurs with the skills to streamline financial operations and access to finance in the digital age.
* **E-Commerce and Digital Marketing**. This course equips entrepreneurs with the practical skills needed to establish online presence and effectively market their products or services in the digital space.

# **RESOURCE PERSONS**

**Dr. Tanatat Puttasuwan** **(Tanatat)**

Dr. Tanatat is a Financial Economist and Digital Economy Development and Transformation Expert. For over 20 years, he has worked extensively in Southeast Asia and South Asia Regions, and more specifically in assessing the state of digitalization and transformation in ASEAN, preparing Digital Economy Development Strategy and Digital Government Strategy for such countries as Bhutan, Thailand, Indonesia and Mongolia. He is also APCICT’s consultant and trainer in Digital Government, Promoting Digital Entrepreneurship and Innovation, and Digital Financial Services and Governance. Previously he served as the Senior Economist for the World Bank’s Financial, Competitiveness and Innovation Department of Asia and Pacific Region, where he was responsible for leading the Private Sector Development Programs in Thailand, Cambodia, the Philippines, Indonesia, and Lao PDR, including the digital economy development and strategy, Business-Ready Report, enabling business environment, legal and regulatory reforms, firm competitiveness and innovation.

**Mr. Koh Yoet Siang (YS)**

YS is a Senior Performance Director at Kinesso and Digital Director at Republic Asia, with over 13 years of industry experience. He leads a team of 15 marketers at Kinesso, managing large media spends and earning recognitions like "Team of the Month" and "Employee of the Year." A versatile marketer, YS specializes in digital consulting and growth strategies, serving clients such as AIA, Amazon, Citi, and Mastercard. He is also an educator, training over 2,700 adult learners in digital fluency since 2017, and is a sought-after speaker at tech and media events.

# **PARTICIPANTS**

The training will be attended by entrepreneurs, representatives from business associations and potential trainers.

# **VENUE**

The event will be held at the Ministry of Digital Technologies.

# **CONTACT**

Ms. Nuankae Wongthawatchai, Programme Management Officer, APCICT/ESCAP, [wongthawatchai@un.org](mailto:wongthawatchai@un.org)

**PROGRAMME**

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| Day 1 | |
| Time | Description |
| 8:30-9:00 | Registration |
| 9:00-10:30 | **Session 1: Dynamics of Digital Entrepreneurship through Digital Economy and Transformation**  This session aims to enhance the understanding of the growing importance of the development and transformation of digital economy, together with opportunities and challenges facing digital entrepreneurs. The course prepares entrepreneurs to engage with the following sessions.  *(Tanatat)* |
| 10:30-10:45 | *Coffee Break* |
| 9:45-12:00 | **Session 2: Fundamentals of Business Finance Management**  In this session, participants will gain an understanding of essential business finance management practices. They will explore digital tools and best practices for managing financial resources efficiently, including how to digitalize bookkeeping, keep personal and business finances separate, and apply effective strategies for managing cash flow. By the end of the session, participants will be better equipped to make informed decisions and maintain financial stability for their businesses**.**  *(Tanatat)* |
| 12:00–13:30 | *Lunch* |
| 13:30–15:00 | **Session 3: Profit and Loss Report Analysis & Access to Finance with 12-Month Cash Flow Forecasting**  This session will focus on enhancing participants' financial management knowledge and skills by combining the analysis of profit and loss (P&L) statements with access to finance and cash flow forecasting. The session will cover various financing options available to entrepreneurs and how to confidently access these funds using digital tools. Additionally, participants will learn the importance of creating a 12-month cash flow forecast to plan for future financial needs, anticipate cash shortages, and make informed strategic decisions.  *(Tanatat)* |
| 15:00–15:15 | *Coffee Break* |
| 15:00–17:00 | **Session 4: Business Finance Workshop & Exercise** |

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| Day 2 | |
| Time | Description |
| 8:30-9:00 | Registration |
| 9:00–10:30 | **Session 5: Digital Marketing**  This session introduces participants to the basics of digital marketing. They will learn about various channels like social media, email marketing, and search engine marketing. Participants will explore how these channels drive business growth and brand visibility. Participants will learn the importance of SEO and how it enhances website visibility. Latest trends in digital marketing, including the role of AI and automation will be covered. Participants will discover how new technologies are shaping the future of marketing.  *(YS)* |
| 10:30 – 10:45 | *Coffee Break* |
| 10:45 – 12:00 | **Session 5 continued** |
| 12:00 – 13:30 | Lunch |
| 13:30 – 15:00 | **Session 6: E-Commerce**  This session provides an overview of e-commerce, teaching participants how to establish their online presence. Participants will dive into the operational side of running an e-commerce business, from inventory management to customer service. Participants will learn how to create a cohesive digital marketing strategy to promote their e-commerce business, including online advertising and leveraging social media.  *(YS)* |
| 15:00 – 15:15 | *Coffee Break* |
| 15:15 – 16:45 | ***Session 6 continued*** |
| 16:45-17:00 | **Closing and Evaluation** |