

Promoting Digital Entrepreneurship through Digital Transformation (*Policymaker Programme*)

13-14 March 2025, Tbilisi

Policymakers play a vital role in fostering entrepreneurship, particularly within the digital economy. Through well-designed policies, they can address the diverse challenges entrepreneurs encounter, such as limited access to finance, digital skills, and technology, as well as socio-cultural barriers that hinder business participation. Providing access to credit, business development services, and digital infrastructure is essential for creating an enabling environment for entrepreneurs to succeed. By promoting an inclusive digital economy, policymakers empower entrepreneurs to leverage digital tools, drive business growth, and contribute to economic development and innovation.

The Asian and Pacific Training Centre for ICT for Development (APCICT) and Georgia Enterprise are organizing a training for policymakers on “Promoting Digital Entrepreneurship through Digital Transformation”. The training aims to achieve the following objectives:

OBJECTIVES

1. to enhance the capacity of policymakers and senior officials in knowledge and understanding of digital economy development and transformation;
2. to focus on addressing the opportunities, challenges, and barriers facing entrepreneurs in their endeavours to engage in digital businesses; and
3. to provide policymakers with strategic perspectives, resources, and action plans to develop and adopt policy measures to enable, promote, and support digital entrepreneurship that are relevant to the country economic and social contexts.

EXPECTED OUTCOMES

Upon completion of the two-day sessions, the participants are expected to:

1. Better understand of the growing importance of “digital economy development and transformation”, especially for “digital entrepreneurs” as a vehicle for socio-economic growth of the country;
2. Identify the challenges of the “digital divide” and “digital entrepreneurship divide” facing entrepreneurs;



3. Be able to enhance, develop, and prioritize strategic policy directions, policy measures, and action plans to empower, enable, promote, and support digital entrepreneurs and their competitiveness, including in the “high potential and trending” digital businesses.

METHODOLOGY

- Resource Person lead the “learning and knowledge input sessions”, using PowerPoint, case studies, international practices, and examples;
- Participants contribute to the learning sessions through discussions, exchange of experience and lessons learned, outlooks, rapid assessment of digital entrepreneurs, questions and answers; and
- Group presentation of Policy Action Plan.

RESOURCE PERSON

Dr. Tanatat Puttasuwan

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 Business-Ready Report, enabling business environment, legal and regulatory reforms, firm competitiveness and innovation.

PARTICIPANTS

The event should be attended by policymakers and government officials from the various ministries engaging in digital economy development and supporting and promoting digital entrepreneurs.

VENUE

The event will be held at the Growth Hub (5 Marjanishvili str., Tbilisi, Georgia)

CONTACT

Ms. Nuankae Wongthawatchai, Programme Management Officer, APCICT/ESCAP,
wongthawatchai@un.org



PROGRAMME

| Day 1 | |
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| Time | Description |
| 9:00-09:30 | Opening Ceremony <ul style="list-style-type: none"> ▪ Introduction and Welcome Remarks ▪ Group Photo |
| 09:30-10:15 | Session 1: Introduction & The Need to Accelerate Digital Entrepreneurs <ul style="list-style-type: none"> ▪ Growth of Digital Economy as vehicle to socio-economic growth ▪ Digital economy and transformation in Asia Pacific and Beyond ▪ Digital Divide and Digital Entrepreneurship Divide in Asia Pacific <p>Q&A and Discussion</p> |
| 10:15-10:30 | Coffee Break |
| 10:30-12:00 | Session 2: Challenges, Barriers Facing Digital Entrepreneurs <ul style="list-style-type: none"> ▪ Key impediments facing digital entrepreneurs ▪ Rapid assessment of opportunities, challenges and barriers <p>Q&A and Discussion</p> |
| 12:00-13:00 | Lunch Break |
| 13:00-14:30 | Session 3: Workshop on Opportunities and Challenges, and Barriers Facing Digital Entrepreneurs <ul style="list-style-type: none"> ▪ Group Presentation ▪ Review of Impediments facing digital entrepreneurs, including international examples and cases <p>Discussion and Q&A</p> |
| 14:30-14:45 | Coffee Break |
| 14:45-16:00 | Session 3: Continued Summary and Forward-Looking to Day 2 |



Day 2

| Time | Description |
|-------------|---|
| 09:00-10:30 | Session 4: Policy Directions, Policy Measures, Priorities, Action Plans to Promote Digital Entrepreneurs <ul style="list-style-type: none">▪ Policy Development – available tools and support mechanisms<ul style="list-style-type: none">○ Prioritizing digitalization and competitiveness in relations to Country Development Vision○ Policy initiatives (short, medium and long terms)○ Rapid Assessment○ SWOT Analysis▪ Disaggregated data for gender responsive policymaking▪ Preparation of Policy Action Plan (Group workshop) |
| 10:30-10:45 | Coffee Break |
| 10:45-12:00 | Session 5: Group Workshop: Preparation of Policy Action Plan to Promote Digital Entrepreneurs |
| 12:00-13:00 | Lunch Break |
| 13:00-14:30 | Session 5: Group Workshop (Continued) <ul style="list-style-type: none">▪ Group Presentation |
| 14:30-14:45 | Coffee Break and Informal Knowledge Sharing Session |
| 14:45-15:30 | Session 6: Summary of Key Learning from Days 1 & 2 <ul style="list-style-type: none">▪ Plenary Discussion and Q&A▪ Summary of Key Learnings |
| 15:30-16:00 | Training Evaluation Closing |

