

# **Empowering Women Entrepreneurs through Digital Transformation: Women ICT Frontier Initiative (WIFI DX)**

# *17-18 September 2025 (Vientiane)*

# **BACKGROUND**

Supporting women entrepreneurs, particularly those engaged in micro, small, and medium enterprises (MSMEs), in harnessing the potential of digital tools and platforms is of paramount importance. It is a crucial step towards gender equality in the entrepreneurial ecosystem. Women, despite their immense potential, often face systemic barriers and disparities in accessing resources and opportunities. Digital tools and platforms can level the playing field by providing them with accessible and cost-effective means to market their products, access financial services, and acquire the skills necessary to grow their businesses.

The integration of digital tools and platforms into the business strategies of women entrepreneurs can also lead to increased economic resilience and sustainability. Women-owned MSMEs, in particular, are vulnerable to external shocks, such as economic downturns or natural disasters. Digitalization, such as e-commerce and digital marketing, allows for diversification of revenue streams by tapping into other markets. Additionally, digitalization enables better inventory management, cost optimization, and improved customer engagement, all of which are critical for the survival and growth. Supporting women in MSMEs to adopt digital solutions enhances their ability to weather economic uncertainties, thereby contributing to the overall stability and resilience of their businesses.

The Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP), the Ministry of Technologies and Communications (MTC) and the Digital Economy Promotion Agency (DEPA) are organizing the “Training on Empowering Women Entrepreneurs through Digital Transformation” on 17-18 September 2025. The programme aims to create a pool of implementing organizations and resource persons that can support women entrepreneurs to develop the mindset, knowledge, and skills needed to embrace digital transformation and succeed in the digital economy.

# **ABOUT THE PROGRAMME**

The programme is based on APCICT’s Women ICT Frontier Initiative, a flagship programme for women entrepreneurs to utilize digital tools and platforms in their businesses. The training will include the following courses:

* **Promoting Women’s Entrepreneurship through Digital Transformation**. This course aims to enhance the capacity of policymakers to formulate policies that promote women digital entrepreneurship. Focusing on the development and transformation of digital economy, together with the opportunities and challenges facing women digital entrepreneurs, the course is designed to increase policymakers’ practical knowledge and understanding in both areas.
* **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.
* **Business Continuity Planning.** This course addresses the need for proactive planning in the face of uncertainties. Business continuity planning will provide knowledge and skills for women entrepreneurs to plan, strategize, and manage crisis situations in their businesses.

**TARGET PARTICIPANTS**

* The training will be attended by MTC officials, women entrepreneurs, women associations, and potential trainers.

# **CONTACT**

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

**PROGRAMME**

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| Time | Day 1 |
| 08:00 – 08:30 | **Registration** |
| 08:30 – 09:45 | **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 women digital entrepreneurs. (Resource Person: Tanatat) |
| 9:45-10:00 | *Coffee break* |
| 10:00-12:00 | **Session 2: Policy Directions, Policy Measures, Priorities, Action Plans to Promote Women Digital Entrepreneurs (Group work)**This session introduces available tools and supports, disaggregated data for policymaking. (Resource Person: Tanatat) |
| 12:00 – 13:00 | *Lunch* |
| 13:00-14:30 | **Session 3: 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.(Resource Person: Pattaraporn) |
| 14:30-14:45 | *Coffee Break* |
| 14:45-16:00 | **Session 4: continued**(Resource Person: Pattaraporn) |

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| Time\* | Day -2 |
| 8:30-10:00 | **Session 5: 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.(Resource Person: Pattaraporn) |
| 10:00-10:15 | *Coffee Break* |
| 10:15 - 12:00  |  **Session 5: Continued** |
| 12:00 – 13:00  | *Lunch* |
| 13:00 - 14:30  | **Session 6: Business Continuity Planning**This session introduces the key concepts of Business Continuity Planning, focusing on the importance of having a BCP in place, especially for digital businesses. Participants will learn how to prepare for unexpected crises.  Participants will analyze internal and external risks that could affect their business operations. This session teaches how to identify potential threats and implement mitigation strategies.(Resource Person: Tanatat) |
| 14:30-14:45 | *Coffee Break* |

(Resource Person: Dr. Tanatat)

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| 14:45-16:00 | Session 9: Individual Activity and PresentationParticipants will apply what they've learned by creating their own Business Continuity Plans. They will outline specific action steps to ensure their business can continue operating in the face of adversity. (Resource Person: Tanatat) |
| 16:00-16:30 | **Wrap-up and Closing** |