



**APCICT**

Asian and Pacific Training Centre  
for Information and Communication  
Technology for Development

# Empowering Women Entrepreneurs in Southern Philippines through Digital Transformation

*Women ICT Frontier Initiative (WIFI DX) Training*

1-4 June 2026, Cagayan de Oro, Philippines

## BACKGROUND

Strengthening the digital capacity of women entrepreneurs, particularly those leading micro, small, and medium enterprises (MSMEs), is essential to advancing gender equality and fostering inclusive economic growth. In the Philippines, women entrepreneurs play a vital role in the economy, yet many continue to face systemic barriers to accessing resources, networks, and markets. Their enterprises are often disproportionately vulnerable to external shocks, including economic downturns, natural disasters, and other crises. Limited access to digital knowledge, tools, and platforms further constrains their ability to expand market reach, improve efficiency, and respond to changing business environments.

For women-owned MSMEs in the Philippines, cultivating both an entrepreneurial mindset and practical digital skills can help address these barriers while strengthening resilience. Building knowledge and capabilities in areas such as e-commerce, digital marketing, data analytics, and artificial intelligence enables women entrepreneurs to diversify revenue streams, improve operational efficiency, and strengthen customer engagement. Equally important is the ability to anticipate disruptions and plan for business continuity, equipping women entrepreneurs to better sustain, adapt, and grow their businesses in an increasingly digital economy.

Developing digital capabilities is, therefore, not only a driver of growth but also a critical foundation for resilience and long-term sustainability. Supporting women-led enterprises in adopting them will sharpen their competitiveness while contributing to the broader economic resilience and more inclusive development.

To advance this vision, the University of Science and Technology of Southern Philippines (USTP) and the Asian and Pacific Training Centre for ICT for Development (APCICT), with support from the Department of Trade and Industry, will co-organize the WIFI DX Training on Empowering Women Entrepreneurs in Southern Philippines through Digital Transformation on 1-4 June 2026 in Cagayan de Oro, Philippines. WIFI DX promotes women's entrepreneurship through digital skills development. The training will focus on e-commerce, digital marketing, data analytics, artificial intelligence, and business continuity planning.

## About the Programme

The four-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 digital transformation 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 equips entrepreneurs with essential data analytics skills to improve decision-making and business outcomes, including how to collect, analyze, and interpret data to gain insights, improve operations, and boost business performance.
- **AI for Women Entrepreneurs.** This course introduces how new technologies are shaping the future of business. It explores how AI agents, chatbots, and automation can be implemented across sales, marketing, lead nurturing and ecommerce.
- **Business Continuity Planning.** This course helps women entrepreneurs manage and overcome crises, natural or man-made. It covers core concepts, planning processes, tool usage, and encourages participants to outline key action points for their business continuity plans.

## Objectives

The programme aims to strengthen the capacities of women entrepreneurs in Southern Philippines to harness digital technologies for business growth and sustainability. Specifically, it seeks to:

- Inspire women entrepreneurs to embrace digital transformation and build confidence in leveraging business innovation and digital technologies to drive sustainable growth.
- Equip women entrepreneurs with practical skills in e-commerce, digital marketing, and data analytics to expand market reach, engage customers effectively, and make data-driven business decisions.
- Introduce artificial intelligence tools and automation to enhance sales, marketing, and operations, while building awareness of associated legal and ethical considerations.

- Strengthen business resilience by developing continuity plans to withstand disruptions, and contribute to the Philippines' broader goals of gender equality and inclusive economic growth through digital transformation.

## **Target Participants**

The training will bring together women entrepreneurs of micro, small, and medium enterprises in Cagayan de Oro and surrounding areas. Priority will be given to women-led businesses in sectors with strong potential for digitalization and e-commerce adoption.

## **Logistics and Duration**

The WIFI DX Training will take place over four days, from 1 to 4 June 2026, in Cagayan de Oro, Philippines.

# PROGRAMME

Monday, 1 June 2026	
Time	Description
8:30 – 9:00	Registration
9:00 - 10:00	<b>Opening Session</b> <ul style="list-style-type: none"><li>▪ Welcome Remarks</li><li>▪ Signing of Memorandum of Agreement</li><li>▪ Group Photo</li></ul>
10:00 – 11:00	<b>Session 1: Women Empowerment through Business Innovation and Digital Transformation</b>
11:00 – 11:15	<i>Coffee Break</i>
11:15 – 12:30	<b>Session 1 (continued)</b>
12:30 – 1:30	<i>Lunch</i>
1:30 – 3:00	<b>Session 2: Digital Marketing</b> <p>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.</p>
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 5:00	<b>Session 2 (continued)</b>

Tuesday, 2 June 2026

Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	<b>Session 3: E-Commerce</b>
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	<b>Session 3 (continued)</b>
12:00 – 1:30	<i>Lunch</i>
1:30 – 3:00	<b>Session 4: AI Applications for Women Entrepreneurs</b>
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 5:00	<b>Session 4 (continued)</b>

Wednesday, 3 June 2026

Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	<b>Session 5: Data Analytics</b>
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	<b>Session 5 (continued)</b>
12:00 – 1:30	<i>Lunch</i>
1:30 – 3:00	<b>Session 6: Business Continuity Planning</b>
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 5:00	<b>Session 6 (continued)</b>

Thursday, 4 June 2026

Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	<b>Session 7: Action Planning</b>
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	<b>Session 7 (continued)</b>
12:00	<b>Evaluation, Certificates and Closing</b>