

Empowering Women Entrepreneurs in Samoa through Digital Transformation

Women ICT Frontier Initiative (WIFI DX) Training

3 – 5 August 2026, Apia, Samoa

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 Samoa, 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 Samoa, 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 Ministry of Commerce, Industry and Labour of Samoa and the Asian and Pacific Training Centre for ICT for Development (APCICT) will co-organize the WIFI DX Training on Empowering Women Entrepreneurs through Digital Transformation on 3-5 August 2026 in Apia. The training will focus on e-commerce, digital marketing, data analytics, and business continuity planning.

About the Programme

The 3-day training will cover the following courses:

- **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.
- **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 Samoa 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 AI to expand market reach, engage customers effectively, and make data-driven business decisions.
- Strengthen business resilience by developing continuity plans to withstand disruptions.

Target Participants

The training will bring together women entrepreneurs of micro, small, and medium enterprises in Apia and surrounding areas, as well as potential trainers who can cascade the knowledge and skills to a wider audience beyond the training. Priority will be given to women-led businesses in sectors with strong potential for digitalization and e-commerce adoption.

DRAFT PROGRAMME

Monday, 3 August 2026	
Time	Description
8:30 – 9:00	Registration
9:00 - 9:30	Opening Session ▪ Welcome Remarks ▪ Group Photo
9:30 – 10:45	Session 1: Digital Marketing
10:45 – 11:00	<i>Coffee Break</i>
11:00 – 12:30	Session 1 (continued)
12:30 – 1:30	<i>Lunch</i>
1:30 – 3:00	Session 1 (continued)
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 5:00	Session 2: E-Commerce

Tuesday, 4 August 2026	
Time	Description
8:30 – 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)
12:00 – 1:30	<i>Lunch</i>
1:30 – 3:00	Session 3: AI for Women Entrepreneurs
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 5:00	Session 3 (continued)

Wednesday, 5 August 2026	
Time	Description
8:30 – 9:00	Registration
9:00 – 10:30	Session 3 (continued)
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 12:00	Session 4: Business Continuity Planning
12:00 – 1:30	<i>Lunch</i>
1:30 – 3:00	Session 4 (continued)
3:00 – 3:15	<i>Coffee Break</i>
3:15 – 4:30	Session 4 (continued)
4:30 – 5:00	Evaluation and Closing