

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

14 October (Training of Trainers), 15-16 October 2026 (Training for women entrepreneurs), Dushanbe, Tajikistan

Digital technologies have become indispensable tools for women entrepreneurs, leveling the playing field and opening up new opportunities. These technologies provide access to wider markets, enabling women to reach customers and partners far beyond their local communities. Online platforms and e-commerce solutions allow women entrepreneurs to showcase their products or services to a broader audience, often with lower overhead costs than traditional brick-and-mortar establishments. By harnessing the power of digital technologies, women entrepreneurs can overcome traditional obstacles, innovate in their fields, and contribute significantly to economic growth and diversity in the business landscape.

The Asian and Pacific Training Centre for ICT for Development – a regional institute of the Economic and Social Commission for Asia and the Pacific with a mandate on capacity building on digital technologies for sustainable development – launched the **Women ICT Frontier Initiative (WIFI)** in June 2016 to promote women entrepreneurship through digital skills development. It aims to strengthen the capacities of women entrepreneurs to utilize digital tools in support of their businesses, as well as the capacities of government leaders and policymakers to provide an enabling environment for ICT-empowered women entrepreneurs through gender-responsive ICT-enabled policies and programs.

Recognizing the emerging technology trends and challenges that women entrepreneurs face in the region, the Centre revamped the WIFI programme – now called WIFI DX – to offer new and practical courses that will support them in their digital transformation journey. WIFI DX cover topics such as: E-Commerce & Digital Marketing, Digitalization of Business Financial Management, Trust and Security, Business Continuity Planning, Data Analytics for Women Entrepreneurs.

APCICT, in cooperation with Women in Tech, Tajikistan are organizing the Training on Empowering Women Entrepreneurs through Digital Transformation: Women ICT Frontier Initiative (WIFI DX) on 14-16 October 2026. The programme will consist of two complementary components: a Training of Trainers (ToT) for potential trainers, aimed at building a pool of qualified trainers who can deliver and further disseminate the programme, and a training programme for women entrepreneurs, designed to strengthen their capacities to harness digital technologies for business development and growth.

ABOUT THE PROGRAMME

The 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 transformative 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. It covers key concepts such as descriptive, diagnostic, predictive, and prescriptive analytics, while emphasizing ethical data use and customer protection. Participants will learn to apply data insights to enhance customer development, marketing strategies, and overall business performance. Participants will learn how to collect, analyze, and interpret data to gain insights, improve operations and boost business performance.
- **AI for Women Entrepreneurs:** This course covers how new technologies are shaping business, followed by hands-on competency building. Participants will sharpen prompting for reliable outputs, create multimedia content with free GenAI tools, build custom AI assistants for repetitive tasks, and vibe-code a live website. It also addresses common questions and the legal and ethical use of AI.

PARTICIPANTS

The programme will be attended by potential trainers and women entrepreneurs, as well as representatives of women's associations and other stakeholders supporting women's entrepreneurship.

Participants selected for the Training of Trainers (ToT) should have relevant knowledge or experience in the topics covered by the programme, an interest and capacity to deliver training to women entrepreneurs, and a good command of English to effectively participate in the ToT sessions and engage with the training materials.



DRAFT PROGRAMME

14 October 2026 [Training of Trainers]	
Time	Description
09:00 – 10:30	Session 1: Introduction to WIFI DX and Digital Empowerment of Women Entrepreneurs (Facilitator: Irene Boey)
10:30 – 10:45	Coffee Break
10:45– 12:00	Session 2: Digital Marketing and E-Commerce (Facilitator: YS Koh)
12:00 – 13:00	Lunch
13:00 – 14:30	Session 3: AI for Women Entrepreneurs (Facilitator: YS Koh)
14:30-14:45	Coffee Break
14:45-16:00	Session 4: Data Analytics for Women Entrepreneurs (Facilitator: Irene Boey)
16:00-16:30	Wrap-up

15 October 2026 [Training for Women Entrepreneurs]	
Time	Description
09:00 – 09:30	Opening Session Group Photo
09:30 - 10:30	Session 1: Women Empowerment through Business Innovation and Digital Transformation This session covers the Fundamentals of Business Innovation and Digital Transformation and aims to motivate women entrepreneurs by providing essential knowledge to start their digital journey. It explores the real challenges women entrepreneurs face, highlighting opportunities in their respective environment. (Facilitator: Irene Boey)
10:00 – 10:15	Coffee Break



10:15 – 12:00	Session 2: 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. <i>(Facilitator: YS Koh)</i>
12:00 – 13:00	<i>Lunch</i>
13:00 – 14:30	Session 3 : 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.
14:30-14:45	Coffee Break
14:45-16:00	Session 3 continued

16 October 2026 [Training for Women Entrepreneurs]	
Time	Description
9:00 – 10:30	Session 4: Data Analytics This session equips entrepreneurs with essential data analytics skills to improve decision-making and business outcomes. It covers key concepts such as descriptive, diagnostic, predictive, and prescriptive analytics, while emphasizing ethical data use and customer protection. Participants will learn to apply data insights to enhance customer development, marketing strategies, and overall business performance. Participants will learn how to collect, analyze, and interpret data to gain insights, improve operations and boost business performance. <i>(Facilitator: Irene Boey)</i>
10:30 – 10:45	<i>Coffee Break</i>



10:45 – 12:00	Session 4 continued (Facilitator: Irene Boey)
12:00 – 13:00	<i>Lunch</i>
13:00 – 14:30	Session 5: AI for entrepreneurs This session covers how new technologies are shaping business, followed by hands-on competency building. Participants will sharpen prompting for reliable outputs, create multimedia content with free GenAI tools, build custom AI assistants for repetitive tasks, and vibe-code a live website. It also addresses common questions and the legal and ethical use of AI. (Facilitators: YS)
14:30 – 14:45	<i>Coffee Break</i>
14:45 – 15:30	Session 5 continued (Facilitator: YS Koh)
15:30-16:00	Wrap-up & Evaluation Certificates presentation

