

Vietnam

CWE ICT Training Programme

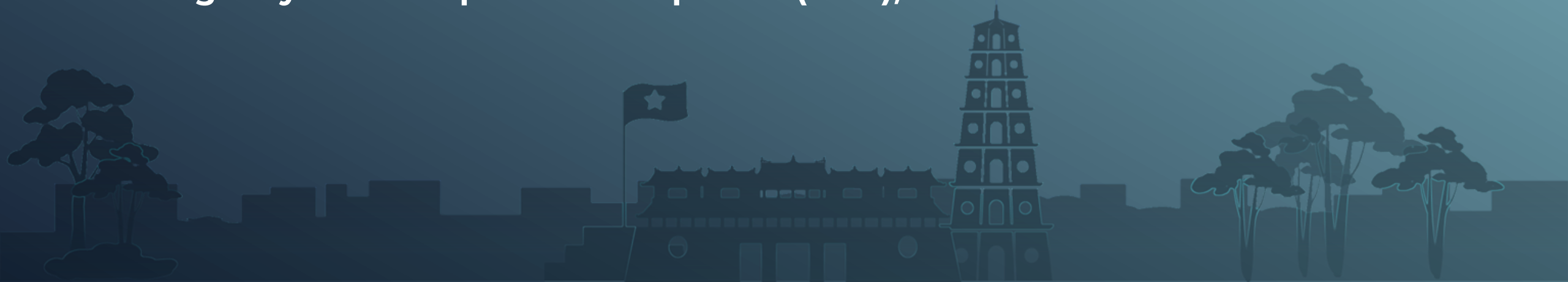
Dr. Duong Thi Kim LIEN

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5/2024

CATALYZING WOMEN'S ENTREPRENEURSHIP

- **Project governing body: Ministry of Planning and Investment (MPI)**
- **Project owner, the focal point for project implementation in Vietnam: Agency for Enterprise Development (AED), MPI.**



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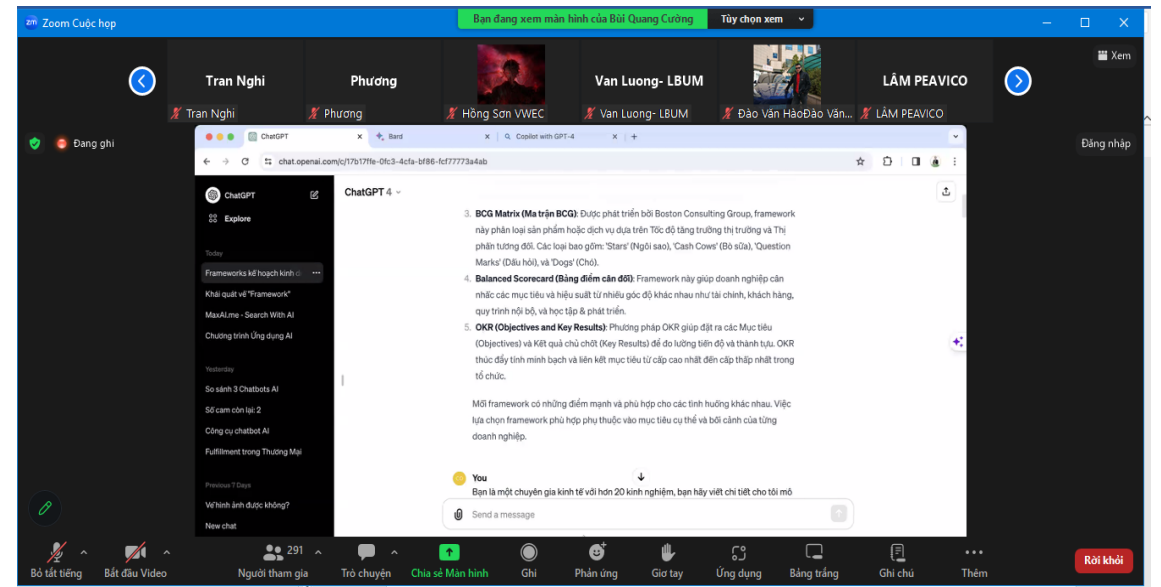
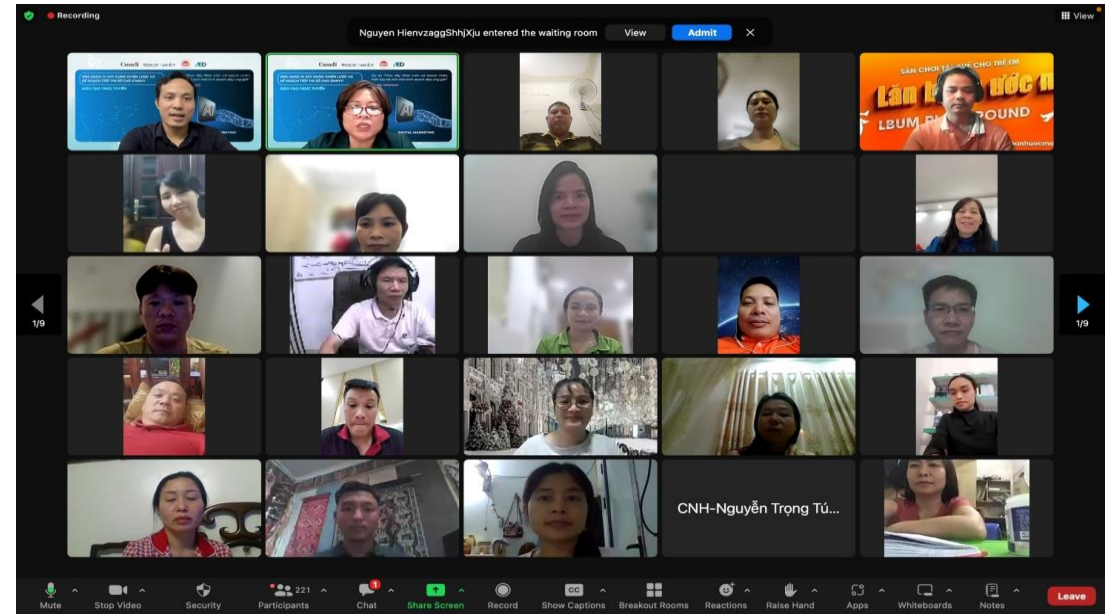
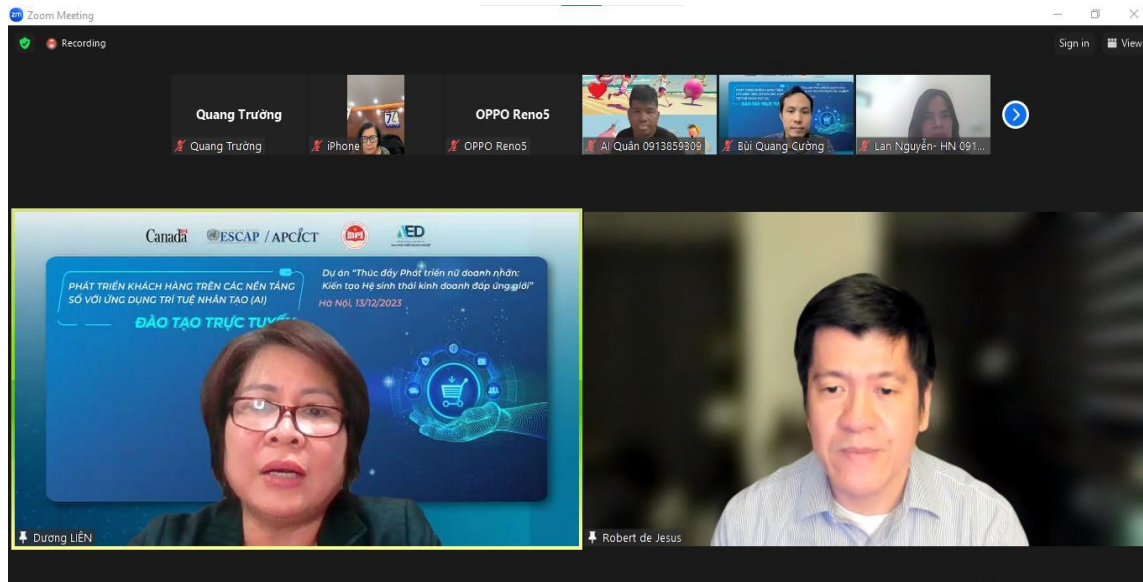
"Digital Skills with Policymakers" and "Women Entrepreneurs and Applied Digital Skills in Business",
"Gender integration in media: Skills in content writing and AI application, talkshows, etc,



CWE ICT Training Programme

E-commerce online training for Women-owned Enterprises, SMEs, and Women-led Businesses', December 2023, with over 800 participants.

- E-commerce: Concepts and Platforms
- Customer Development
- Key Issues in Digital Marketing
- Digital Content Development"



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- The ICT training program addresses a gap in women's access to entrepreneurship and digital opportunities, offering the support and skills they lack.
- It focuses on teaching women AI, ICT, and digital literacy skills to foster fairness and equality in the workplace.
- The program aligns with national strategies like the Vietnam Women's Union's 1 Million Women Entrepreneurship Program, supporting women-owned businesses.



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Curriculum Design:

Tailored to women entrepreneurs, blending theory and practical ICT skills for comprehensive digital literacy.



Key Topics:

AI integration, digital content creation, and marketing tools, addressing the unique challenges and opportunities of women entrepreneurs.



Learning Methodology:

Interactive workshops, discussions, and case studies for active engagement and practical understanding.



Networking Emphasis:

Facilitating connections with industry experts, mentors, and peers through talks, fostering a supportive community.



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Challenges

- **Demand for thorough training:** Participants wanted deeper learning, particularly in complex areas like AI.
- **Providing more Hands-On practice:** Practical experience was challenging to provide.
- **Need for greater impact.**



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Looking ahead

- 1. Improved tech access and support:** We aim to offer additional resources like video tutorials and simple guides to enable those less familiar with technology to fully engage.
- 2. Mentor training:** We plan to establish a program to train experienced professionals as mentors for women entrepreneurs. These mentors will provide guidance and support, creating a strong community.
- 3. Expanding program topics:** We intend to introduce new topics, such as advanced AI and digital marketing strategies, to ensure that women entrepreneurs gain the skills and support they need to thrive in today's digital world.



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Ms. Vương Thương from Lạng Sơn owns a dried persimmon production facility. After being trained, she strategically transitioned her business to the digital marketplace by launching online stores on Facebook and Shopee. This move significantly expanded her business reach and increased her dried persimmon production.

What's remarkable is her role in supporting other women in her community. She buys persimmons from local women, providing them with a stable income and fostering community development. By adopting the cooperative model, she has created many job opportunities for women in the region, contributing to their economic empowerment in Lạng Sơn. Her story is a testament to the transformative power of entrepreneurship and community support.

The training program has swiftly provided essential and focused support to those in need, creating a ripple effect that has uplifted the entire community.



Recommendations for Sustaining CWE's ICT Training Program in Vietnam:

- **Partnerships:** Collaborate closely and enhance the capacity of AED-MPI to reach a nationwide audience of women-owned businesses through its network. Also, partner with local associations, and private, and public sectors to sustain momentum.
- **Funding:** Secure continued funding through government grants and international donor support.
- **Policy Advocacy:** Advocate for integrating entrepreneurship and ICT training into the national education curriculum to extend the benefits to a broader audience.

Recommend support to upgrade the platform for WSMEs, and develop online tools, and AI for online consulting for WSMEs.

CATALYZING WOMEN'S ENTREPRENEURSHIP



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Thank you!

Welcome to Vietnam

Dr. Duong Thi Kim LIEN

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