

Training of Women Entrepreneurs on Leveraging Digital Infrastructure for Promoting Business through E-commerce and Digital Marketing

Wednesday, 28 September 2022

Virtual Webinar

Country : South Africa and the Rest of AFRICA, South Asia

Day 1: Wednesday, 28 September 2022	
10:00 – 11:00 (SAST)	<p>Inaugural session</p> <p>Welcome Remarks:</p> <ul style="list-style-type: none"> • Mr. Abdoulie Jammeh, Deputy Permanent Secretary, Ministry of Trade, Industry, Regional Integration and Employment of The Gambia, Lead for the Physical Connectivity Cluster of the Commonwealth Secretariat • Ms. Mikiko Tanaka, Head, ESCAP South and South-West Asia Office, New Delhi • Deputy Minister in the Office of Presidency • Director, Africa Continental Free Trade Agreement • Department of Trade and Industry • President of Women’s BRICS Association <p>Special address:</p> <ul style="list-style-type: none"> • H.E. Rt Hon. Patricia Scotland, Secretary General of the Commonwealth Secretariat
12:00-13:15 (SAST)	<p>Session 1: Introduction - Online e-learning course on e-commerce and digital marketing</p> <ul style="list-style-type: none"> • Dr. Rajan Sudesh Ratna, Deputy Head, United Nations, ESCAP South and South-West Asia Office, New Delhi
13:15 – 14:45	<p>Session 2: Digital marketing using social media platforms and search engine optimization for promoting business.</p> <ul style="list-style-type: none"> • Ms. Deepali Gotadke, Resource Person - United Nations ESCAP
15:00 – 16:00	<p>Session 3: Domain Name registration, ZADNA</p>

16:00 – 17:00	<p>Session 4: Key Digital Skills (AI and Machine Learning) for running a successful enterprise – NEMISA</p> <ul style="list-style-type: none"> • Ms Sibukele Gumbo (Director of the NEMISA Eastern Cape e-Skills CoLab, at the Walter Sisulu University) and • Prof Surendra Thakur (Director of the NEMISA KZN e-Skills CoLab at the Durban University of Technology)
17:10 – 18:30	<p>Session 5: Session by Meta (tbc)</p>
	<p>Session 6: University of Limpopo (tbc)</p>
	<p>Concluding Remarks:</p> <ul style="list-style-type: none"> • Dr . Radika Kumar, Adviser Infrastructure Policy, Commonwealth Secretariat • Ms Veronica Motloutsi, CEO SmartDigital Solution
<p>End of the Programme</p>	