

International Entrepreneurship Training for Women : APEC Women's e-Biz Training 2007

Overview

DATES	July 16_-21, 2007 (6 days)
VENUE	Centennial Hall, Sookmyung Women's University, Seoul
ORGANIZERS	APEC Women's e-Biz Center United Nations Asian and Pacific Training Centre for Information and Communication Technology (UN APCICT) International Telecommunication Union (ITU)
HOSTS	Asian Pacific Women's Information Network Center (APWINC), Sookmyung Women's University
SPONSORS	Ministry of Commerce, Industry and Energy, Republic of Korea, Asia-Pacific Economic Cooperation (APEC)
SUPPORTERS	Business and Professional Women International (BPW)

Background

A single most important driving force in the today's economy is women. As coined in their "Guide to Womenomics," the Economist argues that the future of the world economy lies increasingly in female hands - perhaps the world's most under-utilized resource. Over the last couple of decades, it concludes, women have contributed more to global GDP growth than have either new technology or the new giants, China and India. In the developing world, the under-utilization of women stunts economic growth.

Luckily, in today's economy, there are more avenues available for women to bringing out their untapped potentials. As digital technologies reshape the social, economic and political contexts within which we lead our everyday lives, there are more women participating in the digital economy, albeit slower than their male counterparts. In particular, e-business, which levels out the playing field between gender, nations and regions, has emerged as one of the most

powerful agents to achieve the socio-economic advancement of women. The time is ripe to help women explore the potential of digital technologies to bring wider and long lasting benefits to themselves. The time also is ripe to help women to not only become aware of the available tools but to bring out the potential in themselves and really step forward in advancing themselves, too. Given the continuous nature of digital evolution, there is much room for innovative ideas that can expand women's opportunities in the digital era.

In order to discuss how we can channel the dynamism of e-Business for social and economic good of women, APEC Women's e-Biz Center and Asian Pacific Women's Information Network Center (APWINC) of Sookmyung Women's University of Korea, United Nations Asian and Pacific Training Centre for Information and Communication Technology (UN APCICT) and International Telecommunication Union (ITU) are hosting The **"International Entrepreneurship Training for Women: APEC Women's e-Biz Training 2007 (WeBiz 2007)"** from July 2 to 7, 2007 in Sookmyung Women's University, Seoul, Korea to equip women with knowledge, skills and confidence to become the entrepreneurs in this knowledge-based society.

This program is a multi-stake effort that aims to tap into the underappreciated women's potential and power and catalyze women's economic activities in the digital economy, thus contribute to the overall growth of economic power of Asia and the Pacific region.

Building on the successful collaboration of the "International Workshop on Entrepreneurship and e-Business Development for Women: APEC Women's e-Biz Training 2006" also held in Seoul, the same group of organizers have gathered once again and designed a capacity building program in entrepreneurship and e-business that not only address the current immediate needs of women around Asia Pacific but also show a glimpse of the exciting future the digital economy is headed.

For APWINC, APEC Women's e-Biz Training 2007 (WeBiz 2007) is the fulfillment of capacity building mandate of "Initiative for APEC Women's Participation in Digital Economy." The goal of the "APEC Initiative for APEC Women's Participation in the Digital Economy" is to promote Internet-based commercial opportunities for women entrepreneurs in APEC region. It has been pursued by carrying out the following four phases from 2005 to 2009 annually: 1) Research, 2) Capacity Building, 3) APWeBiz community building, and 4) Policy Forum. Already in its second year since the inception, APEC Women's e-Biz Training has been helping women entrepreneurs and policy makers to build knowledge, skills and capacity in planning, building, managing and protecting e-business through knowledge transfer and skills sessions, to create new business opportunities through on/offline networking and ultimately expand women's participation in

digital economy in Asia Pacific Region.

This capacity building program has been made possible by the generous sponsorship of ADBI and the Ministry of Commerce, Industry and Energy (MOCIE) of the Republic and the enthusiastic guidance and endorsement from UNESCAP and ITU.

Target Groups

- Women entrepreneurs from business of all sizes
- Leaders from organizations/NGOs/associations for women
- Policy makers interested/involved in gender, ICT and e-Business

Objectives

At the end of the training, participants are expected to

- Appreciate the significance of innovation and entrepreneurship in the digital economy
- Understand the technical requirements of starting e-Business
- Work in a group to draft a sound business plan which incorporates marketing and/or innovation strategy
- Know how to establish a company homepage using pre-established solutions
- Build a network of women entrepreneurs around Asia Pacific
- Learn the latest technologies and trends beyond e-Business (i.e. Mobile, Digital content)

Program

Date / Time		Description	
		APWINC Participants	ITU Participants
1 July (Sun)	1300 – 1600	Registration @ Ramada Hotel	
	1600 – 1800	Orientation @ Ramada Hotel	
	1800 -	Dinner	
Day 1 2 July (Mon)	0800 - 0900	Registration @ Sookmyung Women's University	
	0900 - 0930	Opening Ceremony Opening Remarks - Yong Ja Kim, Executive Director, APWINC Welcome Remarks - Dr.Kyungsook Lee, Persident, Sookmyung Women's University	
	0930 - 1000	Why e-Business for Women -Introduction to the Initiative for APEC Women's Participation in Digital Economy Kio Chung Kim, Executive Director, APEC Women's e-Biz Center	
	1000 - 1020	Break	
	1020 - 1200	Pre-assignment Presentation Chaired by Kio Chung Kim, Executive Director, APEC Women's e-Biz Center	ITU Breakout Sessions I Chaired by Aurora Rubio, Senior Adviser for Asia and Pacific, ITU Area Office
	1200 - 1330	Lunch	
	1330-1400	Imagination Entrepreneurship SinJang Kang, Samsung Research Center	
	1400 - 1500	Entrepreneurship and Innovation in the Knowledge-Based Society TBD (Microsoft or IBM)	
	1500 - 1520	Break	
	1520 - 1800	Introduction to e-Business and Technology Options for E-business Development Har van der Veen, MindWaves Solutions	
	1800 - 2100	Welcome Dinner (Hosted by MOCIE & Sookmyung Women's University) Opening Remarks Welcoming Remarks Video Presentation ("Women are the leaders of 21st Century") Dinner / Special Event	
	Day 2 3 July (Tue)	0900 - 1030	e-Business in Global Settings - Essentials in Starting or expanding to e-Business Roshanjith Siriniwasa, Adviser ICT, GTZ
1030 - 1050		Break	
1050 - 1200		Facilitating Entrepreneurship and Innovation in the Knowledge Economy Julian Webb, Managing Director, CREEDA Projects	
1200-1330		Lunch	
1330 - 1500		Business Planning and Innovation Strategy Aaron Perryman, Senior Manager, FSI, Accenture	ITU Breakout Sessions 2 Chaired by Aurora Rubio, Senior Adviser for Asia and Pacific, ITU Area Office
1500 - 1510		Break	

	1510 - 1800	Group Session: Drafting of a Business Plan Aaron Perryman, Senior Manager, FSI, Accenture	
Day 3 4 July (Wed)	900 - 1030	The Art of Innovation - Practical Online Business Case Sungene Ryang, Director of Business Strategy, Asia Pacific, IDEO	
	1030 - 1050	<i>Break</i>	
	1050 - 1150	Business Development and Incubation Support Around Asia Pacific Julian Webb, Managing Director, CREEDA Projects	
	1200 - 1330	<i>Lunch</i>	
	1330 - 1500	Branding and Online Marketing Strategy YongGu Seo, Professor, Division of Business Administration, Sookmyung Women's University	
	1500 - 1520	<i>Break</i>	
	1520 - 1620	Building e-Business the easy way - APWeBiz e-Community and e-Learning Solution Eun Ryung Lee, Professor, APWINC	ITU Breakout Sessions 3 Chaired by Aurora Rubio, Senior Adviser for Asia and Pacific, ITU Area Office
	1620 - 1800	Group Workshop Eun Ryung Lee, Professor, APWINC	
Day 4 6 July (Thu)	Whole Day	Field Trip Ubiquitos Dream Hall tour --> Lunch --> Korea House --> TU media Hall --> Dinner	
Day 5 6 July (Fri)	0900 - 1030	Protecting e-Business - Common Online Threats and Safety Nets for Small Business TBD	
	1030- 1050	<i>Break</i>	
	1050 - 12:00	Promoting e-Business- Policies on Women Entrepreneurship and E-Business in Asia Pacific ITU	
	1200- 1330	<i>Lunch</i>	
	1330 - 1500	Creating New Markets - Digital Content Stefen Rust, CataList Group, HongKong	
	1400 - 1500	Mobile Commerce and Beyond John Ure, Director of Telecommunications Research Project, University of Hong Kong	
	1500 - 1520	<i>Break</i>	
	1520 - 1650	Preparation for Final Presentation TBD	
	1650 - 1750	Best Practices of e-Business & M-Business from Korea TBD	
	1750 - 1800	<i>Break</i>	
1800 - 2100	Farewell Dinner/Culture Night (Hosted by UNESCAP and ADBI)		
Day 6 7 July (Sat)	0900 - 1100	Group Presentation by Kio Chung Kim, Executive Director, APWINC	ITU Breakout Sessions 4 Chaired by Aurora Rubio, Senior Adviser for Asia and Pacific, ITU Area Office
	1100 - 1120	Evaluation of the Workshop	
	1120 - 1130	<i>Break</i>	
	1130 - 1230	Closing Ceremony	

		<ul style="list-style-type: none">- Hyun Sook Rhee, Executive Director, UN APCICT- Aurora A. Rubio, Senior Adviser for Asia and Pacific, ITU Area Office- Kio Chung Kim, Executive Director, APEC We-Biz Center, APWINC <p>Handing Out Certificates</p>
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