



SEMINAR

EMPOWERING WOMEN ENTREPRENEURS THROUGH INFORMATION AND COMMUNICATION TECHNOLOGIES

Tuesday, 8 October 2013, 14h00-18h00,

Room "Hörsalen", Sida, Valhallavägen 199, Stockholm, Sweden

ICTs offer women entrepreneurs new opportunities to strengthen their businesses. Through mobile phones, computers, radio, TV, the Internet and social media, women entrepreneurs are accessing information and reaching out to customers in ways they could not do before. Effective use of ICTs is helping women entrepreneurs to overcome several barriers.

This seminar will highlight the role ICTs can have in empowering women entrepreneurs. It will also showcase a joint ILO-UNCTAD project, financed by the Government of Sweden, to integrate the ICT dimension into ILO's Framework and Guide for assessing the environment for women entrepreneurship development (WED). It is the first such framework that takes the ICT dimension systematically into account. This new framework is currently being put to use to assess the environment in selected East African countries with the aim to provide policymakers and other stakeholders with practical, evidence-based and publicly validated recommendations on how to make the environment more conducive to WED.

The event will provide an opportunity meet women entrepreneurs from Africa who will share their experience with ICTs as an enabler of their businesses. Participants will also receive an insight into the preliminary findings of WED assessments currently being finalized in Uganda and Tanzania. In addition, the Asian Development Bank will illustrate how it has already been able to make use of the joint ILO-UNCTAD project.

This will be followed by a discussion on how effective policies can enable governments, the private sector, international organizations, civil society, business development service providers and other stakeholders to better leverage the evolving ICT landscape in support of women's entrepreneurship.

A tentative agenda for the seminar is attached.

For more information, please contact Ms. Marie Sicat, Associate Economic Affairs Officer, UNCTAD (marie.sicat@unctad.org); Ms. Virginia Rose Losada, Technical Officer, ILO (roselosada@ilo.org); Mr. Jens Karberg, Programme Manager for ICT for Development, Sida (jens.karberg@sida.se).



AGENDA

Opening session

- 14h00-14h10 Welcome statement
Anna Rosendahl, Head of Unit, Private Sector Collaboration and ICT, Sida
- 14h10-14h25 Introduction to the ILO WED Assessment Framework
Joni Simpson, Global Coordinator & Specialist, Women's Entrepreneurship & Entrepreneurship Education, ILO
- 14h25-14h40 The role of ICT for WED
Torbjörn Fredriksson, Chief, ICT Analysis Section, UNCTAD

Women entrepreneurs on the role of ICT

- 14h40-15h00 The role of ICTs in support of women entrepreneurs in Tanzania
Blandina Sembu, TV Presenter, Jarida La Wanwake/ITV, Tanzania
- 15h00-15h20 Women entrepreneurs and ICTs in Ethiopia
Ashenafi Achamyesh, Managing Director, Konimix Trading, Ethiopia
- 15h20-15h45 Discussion chaired by UNCTAD
- 15h45-16h00 **Coffee/tea break**

Applying the WED assessment framework & implications for policy making

- 16h00-16h15 Status report of the first three national WED assessment
Joni Simpson, ILO
- 16h15-16h30 The experience of Uganda
Enock Mugabi, ILO consultant, Uganda
- 16h30-16h45 The experience of Tanzania
Neema Mori, ILO consultant, Tanzania
- 16h45-17h00 The experience of the Asian Development Bank
Thao Nguyen, ADB consultant
- 17h00-17h50 Discussion chaired by ILO

Closing session

- 17h50-18h00 Closing words by the organizers