



eTrade for Women

eMasterclass for South-East Asia

'HELPING WOMEN ENTREPRENEURS LEAD THE DIGITAL TRANSFORMATION'

1 to 15 October 2020

Organized by UNCTAD,

with the participation of

eTrade for Women Advocate Ms. Helianti Hilman, founder and CEO of Javara, Indonesia

AIDE-MEMOIRE

I. Introduction

The United Nations Conference on Trade and Development (UNCTAD), with the support of the Government of the Netherlands and the Government of Sweden, has launched the **eTrade for Women initiative**, as a spin-off of the eTrade for all initiative, aimed at making digital women entrepreneurs a force for wealth creation in developing countries to build a more inclusive digital economy.

UNCTAD and its partners are organizing the first **eTrade for Women eMasterclass**, for female digital entrepreneurs from **South-East Asia** under the theme: '**Helping Women Lead the Digital Transformation**'. The live sessions will be held online once per week on Thursday 1, 8 and 15 October 2020.

This eMasterclass, which is organized in collaboration with eTrade for Women Advocate Ms. Helianti Hilman, founder and CEO of Javara, Indonesia, will combine a set of training, peer-learning and inspirational sessions as well as a Policy Dialogue. The sessions will be designed to inspire women digital entrepreneurs and help them strengthen their skills to leverage digital solutions in their businesses. The programme will also boost their capacity to act as advocates of the digital economy and influence decision-making processes while engaging with peers, experts and policy-makers.

Sessions will also put emphasis on the ongoing COVID-19 pandemic and its impact on digital businesses. Participants will share experiences on how to leverage the digital tools within their reach to adapt and continue leading the digital transformation of their businesses under difficult circumstances.

II. Objectives of the eMasterclass

This eMasterclass aims at helping women succeed as digital entrepreneurs and contribute to building a more gender inclusive digital economy.

The eMasterclass will focus on:

- **Inspiring** women digital entrepreneurs by exposing them to impactful stories and real-life examples from successful female entrepreneurs in their field;
- **Reinforcing their skills** through a series of focused business-oriented training sessions delivered by experienced practitioners – sessions' specific focus will be adjusted to reflect participants' interests and needs;
- **Contributing to the emergence of a community of women entrepreneurs** in the digital ecosystem in South East Asia, under the leadership of Ms. Helianti Hilman, eTrade for Women Advocate for the region;
- **Fostering a public-private dialogue** between digital entrepreneurs and local policy-makers.

III. Dates, Format, and Language

This eMasterclass for women digital entrepreneurs will be held virtually, one day per week, from 1 to 15 October 2020, on Thursday 1 October, Thursday 8 October and Thursday 15 October.

Online activities will be scheduled for a maximum of three to four hours each day, to allow participants to take full advantage of the eMasterclass, while carrying out their professional and personal activities.

The working language will be English.

The programme will combine different types of online sessions:

- **A plenary session**, where participants will have an opportunity to hear inspirational talks by experienced business leaders and digital economy experts,

- **Capacity-building sessions**, focused on growing critical skills to successfully operate a digital business,
- **Virtual break-out sessions** to interact and network with other participants, share about common challenges and opportunities, and be part of a community of like-minded women digital entrepreneurs,
- **A high-level policy session** with government representatives, aimed at facilitating a dialogue between public and private actors, in view of creating a business environment that is more conducive to women digital entrepreneurship. This session will be open to the public.

Participants who will attend, complete the online tests and actively contribute to all sessions and group discussions during the eMasterclass will be granted a **Certificate of Attendance**.

All sessions will be held online by using the Cisco Webex platform. Participants will receive the necessary information to connect virtually and join the sessions ahead of time. In order to be able to take part in the eMasterclass, participants will need to have access to a computer or mobile device with speakers, a microphone and an Internet connection.

IV. Application Process

The eMasterclass for South-East Asia is open to applicants from the following countries:

- Cambodia,
- Indonesia,
- Lao PDR,
- Myanmar,
- The Philippines,
- Thailand,
- Vietnam.

In order to be considered for this eMasterclass, candidates must be the **founder/co-founder or CEO of a digital business or of a company that uses e-commerce or digital platforms as part of its strategy and operations**.

In addition, they must meet the **following conditions**:

- Have completed at least 2 years of operations;
- Manage a company based in one of the countries listed above and operating in the e-commerce sector or in the digital economy;
- Have an official online presence for their company (active website);
- Commit to attend all the sessions of the eMasterclass;
- Commit to participate in the establishment of a virtual community of digital women entrepreneurs in the region.

Applications should be submitted online by [filling the form available at: https://forms.gle/B8zruEoxfnaYf6C8A](https://forms.gle/B8zruEoxfnaYf6C8A) no later than Friday 11 September 2020. UNCTAD and its partners will review the applications and inform the selected participants by Friday 25 September 2020.

Queries as to the content, organization, scope and logistics of the event, can be addressed to the eTrade for Women team at ict4d@unctad.org.