***TRAINING WORKSHOP ON ENHANCING BUSINESS DIGITIAZATION AND E-COMMERCE SKILLS AMONG WOMEN MSME ENTREPRENEURS IN CAMBODIA***

*Jointly organized by the Ministry of Industry, Science, Technology and Innovations (MISTI)*

*Division for Sustainable Development Goals, United Nations Department of Economic and Social Affairs (DESA/DSDG)**and Cambodia Women Entrepreneur Association (CWEA)*

*17-18 November, 2022, Phnom Penh, Cambodia*

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1. ***Background***

Information and communication Technology (ICT) is rapidly transforming the Southeast Asia region. It was estimated that there were about 400 million internet users in the region in 2020. In Cambodia, there were 17.2 million mobile internet subscribers in March 2022[[1]](#footnote-2). Considering the national population of 16 million, this means the mobile internet service has reached almost everyone in the country. The rapid growth of internet could give rise to new business models, products and market opportunities for micro-, small and medium-sized enterprises (MSMEs) in Cambodia. This is especially the case during the outbreak of the Covid-19 pandemic, in which MSMEs are left with few options to either adapt to business digitization or to reduce and even close businesses due to the lockdown and quarantine measures that reduced customer foot traffic and interrupted supply chains.

1. ***Relevance of the proposal***

Nonetheless, despite the almost compulsory call to shift business models on a digital track and survive the pandemic, MSMEs are often left with little guidance on the roadmap of going digital. There are urgent needs to strengthen MSME capacity to be aware of good practices of digitizing business models, markets and producers, as well as adapting and utilizing digital tools to plan business growth, capturing high-value market opportunities at the same time of tacking risks in the context of e-commerce. This training workshop is organized in this context to address this knowledge gap and strengthen capacities of women MSME entrepreneurs and elevate their entrepreneurial skills to adopt the e-commerce and business digitization models.

* 1. ***Objective***

This training aims to equip women MSME entrepreneurs with entrepreneurship skills and tools relating to business digitization and e-commerce. It supports them developing business ideas in the context of online business and diversify their business models, markets, products and skills, all of which will contribute to enhancing their business resilience to economic shocks and uncertainties due to the Covid-19 pandemic and global supply chain interruptions. Moreover, the business digitization and e-commerce skills strengthened through this workshop will help MSME entrepreneurs capture high-value market opportunities, at the same time of tackling risks and market uncertainties.

Once completing the training, the participants are expected to:

(1) Understand the need of e-commerce as the new business norms.

(2) Strengthen e-commerce and business digitization skills among women MSME entrepreneurs

(3) Learn how to collaborate with existing e-commerce platform and how to use their platform on a practical approach

(4) Grasp the CAMDX online MSME registration system

Eventually, participants are expected to leave the workshop with full understanding and usefulness of e-commerce when they go back to their enterprises and start going business digital.

* 1. ***Participants***

The training expects to receive 60 trainees, including 20 women MSME entrepreneurs from Phnom Penh, 20 women entrepreneurs and 20 provincial officials from 5 provinces. The training will take place in Phnom Penh.

* 1. ***Training Duration and Programme***

The training expects to last three days from 3 to 4 November 2022.

**Day 1**

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| --- | --- | --- | --- |
| **TIME** |  | **WHAT** | **WHO** |
| 8.00 - 8.30 | 15 min | Registration of Participants | CWEA |
| 8:15 - 8:30  | 15 min | National Anthem |  |
| 8:30 – 8:45 | 15 min | Opening  | MISTI, UNDESA, RCO, CWEA |
| 8.45 - 9.15 | 30 min | \*Learning what is the difference between Marketing, Advertising and Branding \*Reflections (Sharing of Experiences) | Trainer |
| 9.15 – 10:30 | 75 min | Understanding Google * how to use google drive
* how to pin business in google map
* how to create website free
 | Trainer |
| 10.30- 10.45 | 15 min | Coffee Break |  |
| 10:45-12:00 | 75 min | Digital Marketing & Telling Story* How to manage Facebook page
* How to use special character ( #, @,mention, check in)
* Facebook page engagement
* How to manage Facebook page

How to create good content * What is story telling
* How to make good story telling in social media
* Unique Selling Point
* Participant Practice post the content
 | Trainer |
| 12:00-01:00 | 60 min | Lunch Break | ALL |
| 01:00-01:15 | 15 min | Game Energizer | ALL |
| 01:15-02:45 | 90 min | How to use Video Editor using CAPCUT for editing | Trainer |
| 02:45-03:00 | 15 min | Coffee Break | ALL |
| 03:00-05:00 | 120 min | CAMDX System | MISTI |
| 05:00-05:15 | 15 min | Reflections / closing | Trainer |

**Day 2**

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| **TIME** |  | **WHAT** | **WHO** |
| 8.00 - 8.30 | 30 min | Registration of Participants | CWEA |
| 8.30 - 9.00 | 30 min | What is e-commerce?Sharing of Experiences  | Trainer |
| 9.00 - 9.45 | 45 min | Why we need to know E-commerce | Trainer |
| 9.45- 10.00 | 15 min | Coffee Break | ALL |
| 10:00-12:00 | 120 min | Process of E-commerce | Trainer |
| 12.00 - 1.00 | 60 min | Lunch Break | ALL |
| 1.00 - 1.30 | 30 min | Game Energizer | ALL |
| 1.30 - 3.00 | 90 min | Create Facebook ShopNOTE: PARTICIPANTS HAS TO PUT THE PRODUCTS OR SERVICES ON THEIR FACEBOOK PAGE |  |
| 3:00 – 3:15 | 15 min | Coffee Break |  |
| 3:15 – 4:45 | 60 min | Invite one or two ecommerce platform and share how to register their products on their platform | 1. KOKOPON e-shop
2. Khmum e-shop
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| 4:15 - 4:45 | 30 Min | Sharing of experiences & reflections (Invite 2 outstanding trainees to share their stories… (1) is B2C (2) B2B = to tell their experiences and present their reflections on the training  | 1. On the spot selection / or volunteers from the participants
 |
| 4:45-5:00 | 15 min | Certificate of AwardingWrap Up and closing – CWEA & UNDESA will announce next step … | MISTI / UNDESA / CWEA |

* 1. ***Impact on the Society***

E-Commerce Opens Up a New World of Markets. We are now in the web-based commerce that is globally operated around the world. The Digital technology and mobile apps are the massive gamechanger in business and crushing barriers between countries and cultures, and unifying businesses with the perfect customer to get them hooked with a cheaper cost of business”. It also allows the retailer to become exporter and shipping small packages directly to user/consumer where business transactions are cost effective, lesser custom issues, and freight friendly. If there are more income generating activities from MSMEs, it will empower them more, and will be more contributing to the economic growth and to achieving sustainable development in Cambodia.

1. ***Methodology and sustainability***

The training workshop is designed and delivered in a demand-driven approach, considering the expressed high demands of women and young MSME entrepreneurs on learning and acquiring e-commerce skills to enhance their business resilience. A train-of-trainer (TOT) approach will also be applied during the training. Trainees participating in this training will become trainers to disseminate the knowledge learnt among women and youth MSME entrepreneurs in Cambodia in a broader scope.

1. ***Expertise and operational capacity of CWEA***

CWEA as a co-organizer has a solid experience in conducting workshops and well connected with different networks and partners. CWEA also has a team of knowledgeable staff in facilitating workshop and has been conducting training of trainers under the project of TFO Canada and National Bank and was able to train facilitators to conduct workshop on their respective locations specifically in Siem Reap, Kampong Thom and Kampot. And most importantly, CWEA has been running different workshops on digital topics and has a list of facilitators to act as a trainer and can help suggest name list of facilitators that will be highly appreciated by the MSMEs.

CWEA had run 8 series of workshop on year 2016 funded by (1) Swiss Agency for Development and Cooperation, (2) Capacity Building Workshop of Boards funded by Center for International Private Enterprises (CIPE) and develop Advocacy Program to implement from year 2016 until to date and has a long partnership with them, (3) PACT WE ACT on various program inclusive of digital marketing and development based on CWEA need assessment of the women entrepreneur, year 2019 to date. (4) by the Centre for the Promotion of Imports from developing countries (CBI) for some Capacity Development of the Staffs in developing Strategic Plans, and also Export Development programs (5) National Bank on Training of Trainor’s on different provinces (6) TFO Canada on Gender Equality and Social Inclusion, Training of Trainor’s on Export Readiness. The potential issue on this program is short of time and need to rush all the preparation, and the urgency on the approval for the implementation, and the availability of the target participants to be same participants on its entire workshop and should be available to complete three- day workshops.

1. ***BUDGET PROPOSAL***

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| **CWEA workshop** | **No.**  | **Days** | **Unit Price** | **Total** | **Remarks** |
| Trainer Fee | 2 | 2 |  $ 250.00  |  $ 1,000.00  | DAY 1 : SreyMom Day 2: Sreymom and Kokopon / Khmum |
| Training Materials | 20 | 2 |  $ 2.50  |  $ 100.00  | one plastic bag, one notebook, one pen, name tag, and few sheets of white paper per participants |
| Certificates | 20 | 2 |  $ 1.00  |  $ 40.00  | Certificate printing |
| Supporting staff cost |  4 |  2 |   |  $ 171.00  | (1). Ms. Sorng Thearim receiving guests and ask participants to sign on the attendance sheets, (2). Mr Punleung Photo Shootings and Video Clippings for social media posting(3). Mr Chan Sophanna procure the training materials and print certificates(4) Mr. Boran assist in the rundown of the workshop, MC and co-facilitating with the trainer |
|   |   |   | **Total:** |  **$ 1,311.00**  |   |

1. <https://www.khmertimeskh.com/501033903/internet-users-surge-to-17-5m-as-govt-moves-to-digital-economy/> [↑](#footnote-ref-2)