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

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| 10:00 – 11:00 (SAST) | Inaugural session  
Welcome Remarks:  
- 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  |  
| Special address:  
- H.E. Rt Hon. Patricia Scotland, Secretary General of the Commonwealth Secretariat |
| 12:00-13:15 (SAST) | Session 1: Introduction - Online e-learning course on e-commerce and digital marketing  
- Dr. Rajan Sudesh Ratna, Deputy Head, United Nations, ESCAP South and South-West Asia Office, New Delhi |
| 13:15 – 14:45 | Session 2: Digital marketing using social media platforms and search engine optimization for promoting business.  
- Ms. Deepali Gotadke, Resource Person - United Nations ESCAP |
<p>| 15:00 – 16:00 | Session 3: Domain Name registration, ZADNA |</p>
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| 16:00 – 17:00| **Session 4: Key Digital Skills (AI and Machine Learning) for running a successful enterprise – NEMISA**  
  • 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| **Session 5: Session by Meta (tbc)**                                     |
|              | **Session 6: University of Limpopo (tbc)**                              |
|              | **Concluding Remarks:**  
  • Dr. Radika Kumar, Adviser Infrastructure Policy, Commonwealth Secretariat  
  • Ms Veronica Motloutsi, CEO SmartDigital Solution                           |

**End of the Programme**