



**Asia-Pacific
Economic Cooperation**

Advancing Free Trade
for Asia-Pacific **Prosperity**

Women's Economic Empowerment and ICT: Capacity Building for APEC Women's Entrepreneurs in the Age of the 4th Industrial Revolution – Seminar Highlights and Policy Recommendations

APEC Policy Partnership on Women and the Economy

November 2018

APEC Project: PPWE 01/2017A

Project Overseer

Ministry of Gender Equality and Family, ROK

209, Sejong-daero(Sejong-ro),Jongno-gu, Seoul, Republic of Korea(03171), Korea

Tel: +82-2-2100-6104

Fax: +82-2-2100-6483

Produced by

Asia Pacific Women's Information Network Center (APWINC)

Sookmyung Women's University

#502, Centennial Hall, Cheongpa-ro 47-gil 100, Yongsan-gu, Seoul, Korea

Tel: +82-2-2077-7162

Fax: +82-2-710-9351

For

Asia-Pacific Economic Cooperation Secretariat

35 Heng Mui Keng Terrace

Singapore 119616

Tel: (65) 68919 600

Fax: (65) 68919 690

Email: info@apec.org

Website: www.apec.org

© 2018 APEC Secretariat

APEC#218-PP-04.2

Table of Contents

Seminar Highlights	2
Smart Technology and APEC Women’s Econmic Empowerment in the Age of 4 th Industrial Revolution	3
Program	4
Session Highlights	5
 Policy Recommendations	 12

Seminar Highlights



SMART TECHNOLOGY AND APEC WOMEN'S ECONOMIC EMPOWERMENT IN THE AGE OF 4TH INDUSTRIAL REVOLUTION

- Date :** 10:00 ~ 17:30, September 28, 2017
- Venue :** Le Salon 11, 3rd floor, Indochine Palace Hotel, Hue, Vietnam
- Host :** Asia Pacific Women's Information Network Center (APWINC) of Sookmyung Women's University (SMU), Republic of Korea (ROK)
- Co-organize :** Global Women's ICT Network (GWIN) & Korea Information-Technology Business Women's Association (KIBWA), ROK
- Support :** Ministry of Gender Equality and Family (MOGEF), ROK
- Co-sponsors :** Russia, Thailand, Mexico, Peru, Chile
- Participants :** Around 70 participants: APEC Delegates, women entrepreneurs, government officials, and academic scholars, etc.
- Objectives :**
- To promote APEC women's active participation in the economy through utilizing smart technologies and enhancing digital literacy skills
 - To provide opportunity for successful women entrepreneurs in ICT/smart technologies to share their success stories
 - To discuss ways to promote the types of women entrepreneurship suitable to the 4th Industrial Revolution
 - To formulate policies and develop strategies for leveraging smart technology and to report the results to PPWE or other related Fora; such as Small and Medium Enterprises Working Group (SMEWG), Telecommunications and Information Working Group (TEL-WG), Policy Partnership for Science, Technology and Innovation Telecommunications and Information Working Group (PPSTI-WG)

Program:

Time	Program
10:00~10:30	Registration
	Opening Remarks
	- Dr. Myonghee Kim, Executive Director of APWINC
10:30~11:00	Congratulatory Remarks
	- Dr. Mookyung Han, President of Korean Women Entrepreneurs Association
	- Ms. Emmeline L. Verzosa, Executive Director of Philippine Commission on Women
	- Ms. Hae Won Jang, President of Korea IT Business Women's Association (KIBWA)
11:00~11:30	Keynote Speech I: Women's Role in IT Industry in the Age of 4th Industrial Revolution
	- Minister. Hyun-back Chung, Minister of MOGEF of ROK
	Keynote Speech II: APEC Women's Economic Empowerment in the 4th Industrial Revolution
	- Dr. Myonghee Kim, Executive Director of APWINC
11:30~13:00	Session 1: Best Practices and Success Stories of Women Entrepreneurs in ICT/Smart technology-based Industries in APEC Economies
	Case #1: Viet Nam (VN)
	- Ms. Dang Thi Thanh Van, Founder & CEO of Savvycom Software
	Case #2: Chinese Taipei (CTP)
	- Ms. Wei Shuan Chang, Founder & CEO of Womany Media Group
	Case #3: Indonesia (INA)
	- Ms. Olivia Deliani Hutagaol, Head of Corporate Reputation Department at The London School of Public Relations
13:00~14:00	Lunch
14:00~14:30	Networking
14:30~16:00	Session 2: Best Practices and Success Stories of Women Entrepreneurs in ICT/Smart technology-based Industries in APEC Economies
	Case #4: Malaysia (MAS)
	- Dr. Parveen Kaur, Senior Lecturer at University Malaysia Sarawak
	Case #5: Thailand (THA)
	- Ms. Kamonwan Kakandee, Business Owner of LTC and Bake&Brew
	Case #6: ROK
	- Dr. So Young Lee, Chief Vice President of KIBWA & CEO of Seahyun Korea
16:00~17:00	Session 3: Discussion & Recommendation
	- Discussion of enabling conditions for promoting women entrepreneurship and economic activities in the 4th industrial revolution
	- Policy recommendation to support women entrepreneurs in the 4th industrial revolution
17:00~17:30	Closing Ceremony



< Session Highlights >

Opening ceremony

Moderator: **Dr. AeJin Kang**, Professor of SMU, ROK

Opening Remarks:

Dr. Myonghee Kim, Executive Director of APWINC, ROK

- Facing the 4th industrial revolution, the importance of Information and Communication Technology (ICT) is growing a lot more than before. In APEC 2017 High-Level Policy Dialogue, it was stated that the 4th industrial revolution would have a great impact on labor market, while technologies change the structure of labor market as well. Therefore, it's greatly needed to discuss challenges and opportunities for women entrepreneurs and start-ups.

Congratulatory Remarks:

Dr. Mookyung Han, President of Korean Women Entrepreneurs Association (KWEA), ROK

- The number of women-owned businesses in Korea is on the rise every year, and now women own 39% of businesses in Korea. However, the percentage of female entrepreneurs in the ICT sector only amounts to 20%.
- Expanding women's economic participation in the ICT industry is essential to boost socio-economic performance of a society, a nation, and the world. In this regard, Dr. Han would like to make a proposal for women leaders from around the world to establish "Asia Pacific Women's Economic Development Foundation" to expand level of education for women, job-seeking platform, and cooperation opportunities world-wide.

Ms. Emmeline L. Verzosa, Executive Director of Philippine Commission on Women (PCW), PH

- In the current 4th Industrial Revolution, women are more involved than in the first three. Due to gender stereotypes being broken and the benefits of ICT, women are more active in economic activities in history.
- Women entrepreneurs must be able to bring the green and gender-responsive global value chains so that they can not only improve their lives but also reach our SDGs of achieving gender equality and the empowerment of all women and girls.

Ms. Hae Won Jang, President of Korea IT Business Women's Association (KIBWA), ROK

- The rise of Artificial Intelligence (AI) makes Emotional Intelligence (EI) more important. This trend could give women various chances of success since one of their main strengths is (generally considered to be) to perceive, understand, share, control, and provoke the emotions, better than their counterparts.



Keynote Speech Session

Moderator: **Ms. Veronika Peshkova**, Board Member of Women's Entrepreneurship Development Committee at Opora Russia, RUS

Keynote Speech I: Women's Role in IT Industry in the Age of 4th Industrial Revolution

Minister. Hyun-back Chung, Minister of MOGEF, ROK

- Challenges and expectations facing the 4th Industrial Revolution
- Importance of ICT knowledge and job-related opportunities for women entrepreneurs
- Various women support programs provided by Korean government; e.g. mentoring and career development program for women in STEM fields, operating women re-employment support center, and etc.
- Importance of support for women and chances to share their challenges

Keynote Speech II: APEC Women's Economic Empowerment in the 4th Industrial Revolution

Dr. Myonghee Kim, Executive Director of APWINC, ROK

- Concept of 4th Industrial Revolution and its incompatible impact on labor market
- Changes in business trends
 - i) Rise of platform-based business; e.g. UBER, Kakao Taxi, Grab, and AirB&B
 - ii) Emergence of opportunities for women's economic activities based on their unique experiences & styles
 - iii) Need for supporting & networking for women start-ups
- Opportunities for women's economic empowerment and participation in 4th Industrial Revolution
- 2017 APEC-funded Project by ROK "Women's Economic Empowerment and ICT: Capacity Building for Entrepreneurs in the Age of 4th Industrial Revolution"

Session I : Best Practices and Success Stories of Women Entrepreneurs in ICT/Smart technology-based Industries in APEC Economies

Moderator: **Dr. AeJin Kang**, Professor of Sookmyung Women's University, ROK

Speakers:

- 1) **[Entrepreneur] Ms. Dang Thi Thanh Van**, Founder & CEO of Savvycom Software, VN
 - Introduction of her business
 - Savvycom Software was founded in 2009 with interest in mobile apps. Its products range from healthcare to education applications and now it has 50+ international clients from North America, Europe and Asia Pacific, being a Top 30 Global App Developer in Vietnam
 - Utilization of ICT in her business
 - ICT is the crucial tool of Ms. Van's business as Savvycom Software's main products/services are mobile applications and web solutions
 - Recommendations for the government(s)
 - To foster a vibrant business scene and a supportive startup ecosystem that allows young people, especially women, to develop skills, start their own businesses and establish networks; e.g. Including ICT in curriculum and offering continuous educational opportunity
- 2) **[Entrepreneur] Ms. Wei Shuan Chang**, Founder & CEO of Womany Media Group, CTP
 - Introduction of her business
 - With a mission to support and empower women, Womany Media Group (WMG) has been found and currently has many big international clients and 60 million users
 - Utilization of ICT in her business
 - Womany actively utilizes its webpages and various social media to build local and international communities who share its vision of women empowerment and gender equality
 - Furthermore, to promote women's interest and involvement in ICT, Womany throws a hackathon (coding competition) with the participants meeting 1:1 sex ratio
 - Recommendations for government
 - To offer a clear data regarding gender inequality (e.g. wage gap) to see what to change
- 3) **[Researcher] Ms. Olivia Deliani Hutagaol**, Head of Corporate Reputation Department,
The London School of Public Relations - Jakarta, INA
 - Introduction of the interviewee's business
 - Founded by Ms. Angkie Yudistia, a woman with hearing disability, Thisable Enterprise offers education, job opportunity/training and products for people (mostly women) with hearing disability based on online platform
 - Utilization of ICT in the business
 - For Ms. Angkie, ICT is one of the main tools for marketing & distributing the products and recruiting human resources. Moreover, it is considered effective to facilitate communication



in terms of geographical location, time and also to support disability community

- Recommendations for government
 - To promote the (economic) engagement of women and the disable as well as to attract more private sector investments supporting small/medium enterprises

Session II: Best Practices and Success Stories of Women Entrepreneurs in ICT/Smart technology-based Industries in APEC Economies

Moderator: **Mrs. Hope Ong**, Commissioner of Gender Equality Committee, CTP

Speakers:

- 4) **[Researcher] Dr. Parveen Kaur**, Senior Lecturer of University Malaysia Sarawak, MAS
 - Introduction of the interviewee's business
 - Founded in 2016 by Ms. Nur Asyikin and MS. Nur Alysa, Alysa & Soo Company sells mainly the local food products
 - Utilization of ICT in the business
 - With ICT, especially various social media, Ms. Nur Asyikin operates online selling/banking, product promotion, and market research
 - Recommendations for government
 - To create an association only for women entrepreneurs which renders services such as teaching and learning
 - To focus on areas where women are less active such as rural areas
- 5) **[Entrepreneur] Ms. Kamonwan Kakandee**, Founder of LTC and Bake & Brew, THA
 - Introduction of her business
 - Ms. Kamonwan Kakandee founded LTC (Learning and Tutoring Center) in 2013 to teach English to children aged 7-18 from her experience of teaching in her community. Later, Bake & Brew café was added to support education business
 - Utilization of ICT in the business
 - ICT helps Ms. Kakandee in terms of developing educational materials, searching for marketing channel, and SNS promoting
 - Recommendations for government
 - To provide financial and institutional support
 - To have less restrictive regulations for start-ups
- 6) **[Entrepreneur] Dr. So Young Lee**, Chef Vice President of KIBWA & CEO of Seahyun Korea, ROK
 - Introduction of her business
 - Seahyun Korea conducts research for electro-wireless pollution and for the development of electromagnetic reducing products. Recently, it has expanded its business scope to develop cosmetics to reduce impacts of active oxygen and water pollution on skin
 - Utilization of ICT in the business
 - For Dr. Lee, ICT is the major means and source of her business. Therefore, understanding latest trend of ICT and finding/introducing the exemplary cases utilizing it gives her and her fellow



entrepreneurs a lot of ideas, inspirations, and opportunities for the new business and success

- Recommendations for government & APEC
 - To make policy supporting collaboration among APEC women-owned & run business
 - To excavate and cultivate the mentors for APEC women start-ups and entrepreneurs
 - To provide opportunities for interactive community with APEC R&D platform

Session III: Discussion Session

Moderator: **Prof. Dr. Patrice Braun**, Adjunct Professor of Federation University of Australia, AUS

- After sharing the stories of women entrepreneurs from six APEC economies, participants formed groups to share ideas about 3 topics at the discussion session:

Topic 1: What are the enabling environments for promoting women's economic activities in the 4th Industrial Revolution?

Topic 2. What are the sectors in which women are comparatively competitive? How can ICT or smart technologies help women start-ups or entrepreneurs to perform better?

Topic 3. How would an online platform to access research and connect to other women be helpful? How should such a platform be designed and maintained? How would people know about the platform and be interested in using it?

- Discussion results
 - 1) To encourage more women to participate in economic activities in the 4th Industrial Revolution, it is necessary to provide them the opportunities for competency reinforcement and various types of socio-economic supports.
 - 2) Women have relative competitiveness in the sectors of human resource, education training, digital media, creative industry, design/architecture, agribusiness, healthcare, social service, tourism/hospitality, handcraft, and household merchandise software.
 - 3) ICT helps women entrepreneurs to find each other and to get the information in business product, service, support, skills, and motivation. Also, due to ICT/smart technologies, entrepreneurs can sell their products/services more and better, overcoming previous spatial and temporal restrictions; e.g. through 24/7 online shopping mall.
 - 4) There are lots of factors to consider; e.g. financial resource securing, membership management, language, accreditation system, etc. in designing, promoting, and maintaining the online platform, which is expected to serve as an archive for 2017 PPWE project results, as well as a networking space among women entrepreneurs in APEC region and a reservoir of information on recent ICT/smart technology trends, business opportunities, new ideas, etc,

Closing ceremony

Moderator: **Dr. AeJin Kang**, Professor of SMU, ROK

Seminar Wrap-up & Closing Remarks:

Dr. Myonghee Kim, Executive Director of APWINC, ROK

- While the future is bright, we need to keep working together for further achievement of our goal towards APEC women's economic empowerment and moreover the gender equality through better understanding, utilizing, and developing of innovative technology.

Photo





Asia-Pacific
Economic Cooperation



Policy Recommendations



In recognition of the importance of promoting women's economic empowerment particularly in the ICT-based economy, APEC PPWE has taken initiative in various agendas to this end. In alignment with this initiative, Asia Pacific Information Network Center (APWINC) of Sookmyung Women's University (SMU), Republic of Korea (ROK), implemented APEC PPWE 01/2017A project titled "Women's Economic Empowerment and ICT: Capacity Building for APEC Women's Entrepreneurs in the Age of the 4th Industrial Revolution." The overall goal of this project was to inform APEC women of key features of the current digital economy and to promote their participation in the economic activities using ICT/smart technologies.

As part of this APEC-funded project, APWINC held a seminar titled "Smart Technology and APEC Women's Economic Empowerment in the 4th Industrial Revolution" as a side event of 2017 APEC WEF in Hue, Viet Nam. The main purposes of the seminar were to introduce current trends in the field of ICT/smart technology-based business and to share success stories of women entrepreneurs in the field to the seminar participants. In particular, in the seminar, three researchers presented results of their case studies, and three successful women entrepreneurs shared their stories of entrepreneurial journey with focus on success factors, major challenges, and policy recommendations. Besides, all the participants in the seminar had an opportunity to discuss significant issues surrounding women's economic empowerment and policy recommendations as enablers of the initiative.

Based on the results of the research and seminar as well as inputs from international specialists in the field, APWINC came up with policy recommendations for promoting APEC women's economic empowerment in the era of 4th Industrial Revolution. The following is a set of policy recommendations:

1. It is necessary for APEC Economies in general to help women in the region to increase their skills and knowledge in ICTs and smart technologies to promote their voluntary inclusion and active economic participation. This goal can be achieved by:
 - A. Periodically checking and updating policies and regulations: Female entrepreneurship policies that are streamlined and reflecting reality properly could be a great help to female entrepreneurs.
 - B. Inviting more women leaders into the view: Introducing gender quota system for personnel at the decision making level is in urgent need for the Economies that do not operate the system yet. Moreover, it is important to disseminate stories of good female leaders and their achievements publicly by creating awards or making more media coverage on them.
 - C. Lessening women's burdens regarding child rearing and households: By establishing, implementing, and expanding social services such as kindergartens, preschools, after-school activities, health care, housework services, and

importantly setting both women and men as the service beneficiaries, more women in their prime time can engage in the economic activities more and better, including starting up/running a business. Furthermore, introducing and normalizing legislations/practicities/initiatives – such as ‘keeping in touch days’ during the parental leave – that supports flexible work for working parents could help women to enter and stay in the the economic activities.

- D. Inclusion of more female students in science, technology, engineering, and mathematics (STEM): Despite the growing demands in the labor market, still there is little supply of female students and women in the STEM field. To attract more of them to the field, there’s great need for funds for scholarships, mentoring programs, and campaigns to break down the prejudice of students and their parents against female girls studying STEM including ICT fields.
2. More specifically for the developed Economies in the APEC region, it is necessary that its government should focus on indirect support for the women’s economic activities to establish enabling environment by means of providing relevant programs related to ICT and entrepreneurship through:
- A. ICT education to improve not only women’s digital literacy but their digital competence: As ICT becomes basic tools in the digital society, it is deemed crucial to know how to use ICTs and also to collect, analyze, and utilize data.
 - B. Basic entrepreneurship building program: To start and successfully run a business, women need requisite knowledge on basic entrepreneurship skills, including enterprise law, finance, human capital management, marketing and sales, and so on. This kind of program needs to be included into all academic levels and systems;
 - C. Vocational training for subskills: Besides the directly business-related skills mentioned above, sub skills such as leadership and self-confidence boosting would benefit the women entrepreneurs as well;
 - D. Mentoring program: Through mentoring opportunities, women entrepreneurs or women who want to start up their business could get useful advice, and develop practical insights, sense of fellowship, and confidence.
3. Acknowledging women as a vital resource for the economy’s development is important particularly for the developing Economies in the region. Women should be encouraged to actively engage in economic activities by giving direct supports, such as:
- A. Enhancing awareness of gender equality: At the current male-dominant society, men’s help and support are also highly required to involve more women’s participation. Therefore, to change everyone’s cultural mindset, government

should carry on gender equality campaigns and gender-sensitive education consistently.

- B. Economy-wide dissemination and utilization of ICT: In many APEC member states, there is severe digital divide between men and women. Since men have more and better access to ICTs and internet due to social and cultural norms, women are left inexperienced, and consequently many of them don't consider ICT sector for their occupation. If the ICT is widely spread and thus considered an essential tool by everyone, women will have more exposure and access to it, which will help them to grow their interest, knowledge, and ambition in the ICT field.
- C. Giving financial aids to women start-ups and SMEs: Government can provide various types of financial support (e.g. grant, credit loans with free/least interest, tax incentive, compensation subsidies) to the female entrepreneurs in need. These supports should be given not only at the starting point of the business but until its stability.
- D. Founding and maintaining related institutions(s): It would be desirable to have a control tower institution of female entrepreneurship consisting of people from departments of government, civil society, academia, business industries, etc. to understand the current situation of women entrepreneurs (in ICT/smart technology). It is necessary to conduct various research studies and accordingly to integrate women entrepreneurs' voice in related policy making and program development decision process.