

INVITATION

Digital Technology Integration in Business and Trade for Women and Youth

A capacity-building workshop for policy makers and entrepreneurs

24 to 28 March 2024

Pretoria

RSVP to <https://forms.gle/cbyY4nsg36NtZoiX8> by **28 February 2025**.

Not all applications will be accepted. The organisers will use the responses on the RSVP form to identify those who will benefit most from the training. If your application is successful, you will receive an email.

M_{Making} < sure (it's possible)



Science, Technology and Innovation
Trade, Industry and Competition



United Nations
Economic Commission for Africa



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Provisional agenda

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Pretoria (venue to be confirmed)

Monday, 24 March 2025

Overview of previous training and AfCFTA opportunities

08:45	Registration
09:00	Opening session, with welcome remarks and an overview of expectations for the meeting
10:30	<i>Refreshment break</i>
11:00	Session 1: Overview of the workshop and summary of 2023 training
11:30	Session 2: Online safety
13:00	<i>Lunch break</i>
14:00	Session 3: African Continental Free Trade Area and trade opportunities, including e-commerce
15:15	<i>Refreshment break</i>
15:45	Session 4: Trade in digital goods and services (emerging trends)
16:45	Summary of Day 1 and questions from floor
17:00	<i>Day 1 programme ends</i>

Tuesday, 25 March 2025

Digital marketing, e-commerce and trade regulations

09:00	Recap of Day 1 and overview of Day 2 focus
09:15	Session 5: Import/export regulations, customs duties, tariffs and fees, and logistics management for cross-border e-commerce
10:30	<i>Refreshment break</i>
11:00	Session 6: Cross-border payment systems and platforms, and managing currency exchange and transaction fees
12:00	Session 7: Understanding intellectual property rights in the context of digital businesses; protecting domain names, logos, branding, and digital content; and key legal considerations
13:00	<i>Lunch break</i>
14:00	Session 8: Location-based insights and analysis of emerging markets for business efficiency and growth using geographic information systems
15:15	<i>Refreshment break</i>
15:45	Session 9: Location-related business opportunities for trade in products and services, including a discussion of real-world case studies and how to identify niche areas for commerce
16:45	Summary of Day 2 and questions from floor
17:00	<i>Day 2 programme ends</i>

Wednesday, 26 March 2025

Introduction to business process automation

09:00	Recap of Day 2 and overview of Day 3 focus
09:15	Session 10: Introduction to business process automation, including benefits and real-world examples
10:30	<i>Refreshment break</i>
11:00	Session 11: The basics of business process modelling and notation, including real-world examples of business process mapping
12:00	Session 12: Introduction to Zapier, a tool for automating processes without coding
13:00	<i>Lunch break</i>
14:00	Session 13: Practical group exercise on modelling a basic business process
15:15	<i>Refreshment break</i>
15:45	Session 14: Individual exercise on modelling a basic business process from you own business or organisation
16:45	Summary of Day 3 and questions from floor
17:00	<i>Day 3 programme ends</i>

Thursday, 27 March 2025

Integrating business process automation

09:00	Recap of Day 3 and overview of Day 4 focus
09:15	Session 15: Step-by-step guide to creating automated workflows (Zaps) with Zapier, followed by a practical session to automate specific business process, working individually or in pairs
10:45	<i>Refreshment break</i>
11:00	Session 15 continued
13:00	<i>Lunch break</i>
14:00	Session 16: Participants collaborate to develop and automate a process in Zapier, with real-world support from facilitators
15:15	<i>Refreshment break</i>
15:30	Session 17: Review of the Zaps created, with tips and strategies for troubleshooting, improving automated workflows and refining Zaps
16:30	Summary of Day 4 and questions from floor
17:00	<i>Day 4 programme ends</i>

Friday, 28 March 2025

Technology integration and small and medium enterprise growth

09:00	Recap of Day 4 and overview of Day 5 focus
09:15	Session 18: Continued process automation and scaling in groups
10:30	<i>Refreshment break</i>
11:00	Session 19: Presentation on automated business processes by each group and discussion of their Zaps, giving ideas and suggestions
13:00	<i>Lunch break</i>
14:00	Session 20: Group discussions on integrating and scaling up technology solutions for business growth
14:45	Session 21: How policymakers can support entrepreneurs, including through policies that can foster digital trade and enterprise growth, and support structures for SMEs in digital spaces
15:15	<i>Refreshment break</i>
15:45	Session 22: Ideas on how to further the reach and impact of the training, including through ongoing education and community-building
16:15	Closing session, with summary of workshop outcomes and closing remarks
17:00	<i>Day 5 programme ends</i>