

INVITATION MASTERCLASS

THE PATH TO AN INCLUSIVE DIGITAL ECONOMY: HOW TO BUILD A SUCCESSFUL BUSINESS FOR WOMEN DIGITAL ENTREPRENEURS SKOPJE, 26-27 OCTOBER 2019

The rapid spread of digital technologies is transforming many economic and social activities. However, widening digital divides threaten to leave many countries even further behind. In this context, the potential of women to harness economic progress is not sufficiently explored. The digital economy presents a vast potential field where women can drive change and bring prosperity to communities and societies.

Against this background, UNCTAD has launched a new initiative - eTrade for Women- which leverages the work and visibility of a selected group of leading women digital entrepreneurs from developing regions, with the support of the Government of The Netherlands: the eTrade for Women Advocates. This network of influential women contributes to national and international policymaking dialogues, as well as empowerment and skills- building activities targeting the next generation of women entrepreneurs.

In collaboration with the eTrade for Women Advocate in North Macedonia, H.E. Nina Angelovska, UNCTAD, the Ministry of Finance of North Macedonia and the E-commerce Macedonian Association are joining forces to organize the first regional Masterclass, to inspire and help other women digital entrepreneurs from 5 countries of the region. It will seek to help ensure that women have a seat and a voice at the policymaking table for a more inclusive digital economy.

In short: The goal is to help women digital entrepreneurs to grow and be able to influence policy-making in relevant areas.

This Masterclass will seek to help the participants to:

- Enhance their readiness to both create and capture value in the market,
- As women leaders in e-commerce and the digital economy encourage other women entrepreneurs
- Be able to influence policies for building a more inclusive digital economy
- Learn and connect with partners and peers to foster a game-changing process in the region

To this end, you will learn how to:

- Transform raw data into data intelligence to grow your business
- Use social media marketing
- Lead and create powerful teams
- Tell compelling stories about your product
- Impact public policy design based on your experience and expertise
- Compare your experience with peers

Attached you may find the agenda and a logistical note.

We hope to see you very soon in Skopje for an exciting two days journey with like-minded women entrepreneurs!

26 October – Saturday | day 1 |

09:00-09:30	Registration + Welcome coffee
09:30-09:45	Opening keynotes - Digital economy & women empowerment H.E. Nina Angelovska, Minister of Finance, North Macedonia & eTrade for Women Advocate Candace Nkoth Bisseck, Project Management Officer, eTrade for Women, UNCTAD Mr. Andri van Mens, Charge d'Affaires of the Kingdom of the Netherlands.
09:45-10:15	The Experience of Nina Angelovska H.E. Nina Angelovska, Minister of Finance, North Macedonia & eTrade for Women Advocate
10:15-11:00	Break out session: how to build & expand your business through generating more online users? + Q&A Rok Hrastnik, eCommerce Growth Leader
11:00-11:15	Coffee Break
11:15-12:00	Break out session: Best Practices for Search Engine Optimization + Q&A Petar Mesarec, Marketing Consultant @ Seos.si
12:00-12:45	Break out session: Grow with Data through A/B testing + Q&A Gorjan Jovanovski, Tech Team Lead & Software Engineer @ Booking.com
12:45-13:45	Lunch & Networking
13:45-14:45	Design thinking for data intelligence in the digital economy <i>Understanding and predicting customer's buying behavior to increase customer lifetime value</i> Workshop with Solveo
14:45-15:00	Coffee Break
15:00-16:00	Design thinking for data intelligence in the digital economy <i>Understanding and predicting customer's buying behavior to increase customer lifetime value</i> Workshop with Solveo
16:00-16:30	Wrap up of the day
16:30-18:00	Networking Event

27 October – Sunday | day 2 |

09:00-10:00	Morning & Welcome coffee
10:00-10:30	How big is the digital divide? - Key highlights from the UNCTAD Digital Economy Report 2019 Torbjörn Fredriksson, Chief, ICT Policy Section, UNCTAD (by video)
10:30-11:15	Break-out session: Sales & Negotiation 2.0 + Q&A Petar Lazarov - Owner @ Macedonia-Export
11:15-11:30	Coffee Break
11:30-12:15	Break-out session: Growth marketing + Q&A Aleksandra Janakievska, CEO & Co-Founder @ wearelaika.com
12:15-13:00	Break-out session: Facebook и Instagram advertising + Q&A Meri Shesho, Head of Digital @ McCann Skopje
13:00-14:00	Lunch & Networking
14:00-14:45	Break-out session: Storytelling and Content Marketing + Q&A Kosta Petrov, Storyteller & Agency Founder @ P-World
14:45-15:00	Coffee Break
15:00-16:00	Panel Discussion> Enabling women as agents of economic change through public policy H.E. Nina Angelovska, Minister of Finance, North Macedonia & eTrade for Women Advocate Erik Janowsky - Country Representative, USAID North Macedonia Vanya Manova - Country Manager Bulgaria and North Macedonia, Mastercard Moderator: Candace Nkoth Bisseck, Project Management Officer, eTrade for Women, UNCTAD
16:00-16:30	FINAL REMARKS & CLOSING CEREMONY From theory to practice: concrete actions to sustain gender empowerment in the region Next steps & feedback from the Masterclass H.E. Nina Angelovska, Minister of Finance, North Macedonia & eTrade for Women Advocate Candace Nkoth Bisseck, Project Management Officer, eTrade for Women, UNCTAD