



**Asia-Pacific  
Economic Cooperation**

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**2016/PPWE1/WKSP1/001**

## **Tentative Program**

Submitted by: Korea



**APEC Women's Business and Smart Technology  
Seminar  
Lima, Peru  
28 June 2016**

**2016 APEC Women's Business and Smart Technology Seminar:  
New Value Creation of APEC Women's Business through Smart Technology and Leadership**

**Date :** 10:00 ~ 17:30, June 28, 2016

**Venue :** Cajamarquilla Hall, Gran Centro de Convenciones de Lima, Peru

**Host :** Asia Pacific Women's Information Network Center (APWINC), Republic of Korea (ROK)

**Organize :** Global Women's ICT Network (GWIN), ROK  
Korea Information-Technology Business Women's Association(KIBWA), ROK

**Support :** Ministry of Gender Equality and Family (MOGEF)  
GS Home Shopping, ROK

**Cosponsors :** Peru

- Objectives:**
- To promote APEC women's active participation in the economy using smart technologies
  - To inform APEC women of current trends in smart technologies applicable to businesses, such as smart services (3D printing, big data, IoE (Internet of Everything), etc.)
  - To share best practices and business models of successful women businesses based on smart technologies
  - To promote the building of knowledge on using smart technologies for launching start-ups
  - To enhance APEC women's leadership skills in their workplaces
  - To formulate policies and develop strategies for leveraging smart technology and to report the results to PPWE, WEF, or other related Fora, Policy Partnership on Science, Technology and Innovation (PPSTI)
  - To promote APEC women's participation in economy through enhancing digital literacy skills

# Tentative Program

10:00~10:30	<b>Registration</b>
10:30~10:45	<b>Opening and Congratulatory Remarks</b>
	<ul style="list-style-type: none"> <li>• <b>Opening Remarks by</b> -<b>Myonghee Kim</b>, Executive Director of Asia Pacific Women's Information Network Center (APWINC), Republic of Korea (ROK)</li> <li>• <b>Welcoming Remarks by</b> -<b>Marcela Huaita</b>, Minister of Women and Vulnerable Population, Peru</li> <li>• <b>Congratulatory Remarks by</b> -<b>Keun Ho Jang</b>, Ambassador, Korean Embassy to Peru</li> </ul> <p>Moderator: <b>Teresa Kelly Ham</b>, Consultant, Global Women's ICT Network (G.WIN) and APWINC, ROK</p>
	<b>Group Photo Taking</b>
10:45~11:30	<b>Keynote Speech:</b> Creating New Values on Women Entrepreneurs: Challenges and Possibilities
	<ul style="list-style-type: none"> <li>• <i>Women's Role on Creative Economy and ICT Industries in Korea</i> -<b>Eunhee Kang</b>, Minister of Gender Equality and Family, ROK</li> <li>• _____</li> <li>• <i>Platform-based Economy: Opportunities for Woman Entrepreneurs</i> -<b>Myonghee Kim</b>, Director of APWINC, ROK</li> </ul> <p>Moderator: <b>María del Carmen Ferrua Allen</b>, Director of Administrative Services, Universidad Femenina Del Sagrado Corazon (UNIFE), Peru</p>
11:30~13:00	<b>Session I : New Value Creation through IT Convergence</b>
	<ul style="list-style-type: none"> <li>• <i>Why Digital Literacy is Smart Business</i> -<b>Patrice Braun</b>, Adjunct Professor Research &amp; Innovation, Federation University Australia</li> <li>• <i>Using ICT to Advance Women's Economic Empowerment</i> -<b>Emmeline Verzosa</b>, Executive Director of Philippines Commission on Women, Philippines</li> <li>• <i>Breaking Through Biases to Drive Innovation</i> -<b>Ketan Kothari</b>, General Manager of Consumer, Edmodo, USA</li> </ul> <p>Moderator: <b>Teresa Kelly Ham</b>, Consultant of G.WIN and APWINC, ROK</p>
13:00~14:00	<b>Lunch</b> *Due to arrangements, lunch will be provided for the pre-registered participants
14:00~15:30	<b>Session II : Sharing Best Practices in Various Industries</b>

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	<ul style="list-style-type: none"> <li>• <i>Start to Fly</i> -<b>Ana María Court</b>, AGML-V Representative, Association of Women Leaders of the Fifth Region of Chile (AGMLVR), Chile</li> <li>• <i>Using TIC(Technology, Information, and Communication)'s in My Company</i> -<b>Rocio Mantilla Goyzueta</b>, General Manager, ROCIO SILVER S.A.C., Vice President at Jewelry and Silversmith Committee in ADEX (Exporters Association), Peru</li> <li>• <i>Crowd Funding of Korea: Creating a New Business Possibility</i> -<b>Soyoung Lee</b>, First Vice President, Korea Information-Technology Business Women's Association (KIBWA), ROK</li> </ul> <p>Moderator: <b>Yea-Huey Sheu</b>, Associate Professor, Department of Social Policy and Social Work, National Chi Nan University, Chinese Taipei</p>
15:30-15:45	<b>Coffee Break</b>
15:45-17:15	<b>Discussion &amp; Recommendations</b>
	<ul style="list-style-type: none"> <li>• <i>Ways to use smart technology (e.g., platform) for women to start up or grow their business</i></li> <li>• <i>Policies to promote women entrepreneurs</i></li> <li>• <i>Training programs to promote women entrepreneurs</i></li> <li>• <i>Ways to build up partnership among APEC Economies</i></li> </ul> <p>Moderator: <b>Patrice Braun</b>, Adjunct Professor Research &amp; Innovation, Federation University Australia</p>
17:15-17:30	<b>Closing Ceremony</b>