



# **APEC Digital Economy Forum for Women 2007: Building a Sustainable e-Future**

**Date:**

June 22~23, 2007

**Venue:**

Sheraton Mirage Port Douglas, Queensland, Australia

**Hosted by:**

Ministry of Commerce, Industry and Energy (MOCIE) of Korea,

Asia-Pacific Economic Cooperation (APEC),

Sookmyung Women's University,

Australian Government Office for Women (OfW)

**Organized by:**

Asian Pacific Women's Information Network Center (APWINC)

APEC Women's WeBIZ Center

**Supported by:**

APEC ECSG

APEC GFPN

APEC WLN

BPW International

World Women's Forum



## Introduction

In recent years, two very powerful drivers of change have emerged in our economies; shift towards sustainability and explosion of digital technologies. Both require us to rethink the way we view the world around us, the way we conduct businesses, and the way we plan for the future. Yet, there have been surprisingly few attempts to find ways to complement the two forces.

Traditional sectors are taking up digital technologies in all fronts of their businesses and women entrepreneurs around the world have started to participate in the digital economy in the form of e-business, albeit slower than their male counterparts. Taking up sustainability challenge, however, is no easy task even for established businesses and the task becomes more taunting for women due to the socio-economic burden they are traditionally placed under.

Now, in this emerging stage of the digital economy, is the right time to explore the potential digital technologies to bring wider and long lasting benefits to women. In order to discuss how we can channel the dynamism of e-Business for social and economic good of women, APEC Women's e-Biz Center and Asian Pacific Women's Information Network Center (APWINC) of Sookmyung Women's University of Korea in partnership with the Australia Government Office for Women (OfW) are hosting "APEC Forum on the Digital Economy for Women 2007: Building a Sustainable e-Future" in Port Douglas, Australia June 22-23, 2007.

As part of APEC Initiative for Women's Participation in Digital Economy, APWINC has been organizing "APEC Forum on the Digital Economy for Women" since 2005, thanks to the generous support of the Ministry of Commerce, Industry and Energy (MOCIE) of Korea and Asia-Pacific Economic Cooperation (APEC). Building on the success of the previous forums in 2005 and 2006, this year the focused theme of "Building a Sustainable e-Future" aims to explore ways to share knowledge and tools so to advance the sustainable socio-economic future for women and turn this digital economy into a force that benefit women.

For one and a half days, speakers and participants from international organizations, academia, NGOs, private companies and women's associations will come together to identify key strategies and policies for creating and advancing sustainable e-community for women entrepreneurs, to exchange and reflect on proven practices and platforms, and to promote enabling environments for women entrepreneurs through advocating sustainable e-business policies.

# List of Honorary Guests and Speakers

## ■ Australia

- The Hon Julie Bishop - Minister for Education, Science and Training and Minister Assisting the Prime Minister on Women's Issues
- Senator the Hon Helen Coonan\* - Minister for Communications, Information Technology and the Arts
- Danielle Lehrer – CEO, Mtomic
- Ms Sonja Bernhardt – CEO, Thoughtware
- Dr Patrice Braun - Ballarat University
- Neil Anderson - School of Education, James Cook University
- Jean Angus – Executive Director, Magellan Technology Pty Limited
- Debra Bayne – Managing Director, Debraney's Pty Ltd.
- Janet Stodulka – Branch Manager, Office for Women

## ■ Korea

- Dr Seonhwa Kim\* - Advisor to the President for Information, Science & Technology
- Dr Hyeon Jeong Lee – Vice President of Global Marketing, Samsung Electronics
- Dr Yong Ja Kim – Executive Director, APWINC
- Dr Kio Chung Kim – Executive Director, APEC Women's e-Biz Center, APWINC

## ■ Philippines

- Nona. S. Ricafort – Commissioner, Commission of Higher Education, Philippines
- Dr. Amelou Reyes – President, Philippine Women's University

## ■ Japan

- Dr. Hiroko Hashimoto – Professor, Jumonji University

## ■ Chinese Taipei

- Ms. Chi-fen Wang, Executive Director, Information Center, Bureau of Foreign Trade (BOFT)

## ■ Canada

- Andrina Lever – ABAC member
- Lorna Wright – Associate Professor, International Business, Schulich School of Business, York University

## ■ Chile

- Laura Albornoz Pollmann\* - Minister, Women's National Service

- Maria de la luz Silva Donoso\* - Director, International Relations Department, Ministry of Women's National Service

■ **Indonesia**

- Dr. Kusmayanto Kadiman\*– Minister, Ministry of Science and Technology
- Marie Pangestu\*- Minister, Ministry of Trade
- Dr. Meuthia F Hatta Swasono\*- Minister, Ministry of Women’s Empowerment
- Jusni Djatin - Head of PDII, LIPI, Indonesia

■ **Peru**

- Carmen Ledesma – GFPN/ International Cooperation Office, Ministry of Women and Social Development
- Mayela Freyre – GFPN/ International Cooperation Office, Ministry of Women and Social Development

■ **Thailand**

- Dr. Chonchanok Viravan – President, BPW International
- Dr. Petmanee Daowieng – Manater, SMEs Coordination and Services Center
- Niramom Thiranont – President, Thai Women SMEs Association

■ **Vietnam**

- Pham Thi Thu Hang – Director, Vietnam Chamber of Commerce and Industry
- Tran Thi Mai Huong – Vice Chairperson, National Committee for the advancement of Women in Vietnam

■ **United States**

- Claudia Morrell - Executive Director, Center for Women and Information Technology, University of Maryland
- Patricia Foley Hinnen - Microfinance Advisor to the U.S. State Department
- Barbara Bauer – President, GlobalSight Partners

■ **International Agencies**

- Ms Aurora Rubio – Senior Advisor, ITU Regional Office for Asia and the Pacific, International Telecommunication Union (ITU)

■ **Private Sector Partners**

- SungJoo International.co.
- LG Australia
- Samsung Electronics
- Microsoft

■ **Possible Press Coverage by:**

- Seoul Broadcasting System (SBS) of Korea
- Munhwa Broadcasting Corporation (MBC) of Korea

- The Electronic Times

## Program (Provisionary)

### June 21, 2007 (Thursday)

Welcome Reception hosted by the **Australian Government Office for Women**

### June 22, 2007 (Friday)

08:00-9:00	Registration
9:00-09:30	<p><b>Opening Session</b></p> <p><b>Opening Remarks</b></p> <ul style="list-style-type: none"> <li>- Dr. Yong Ja Kim (Executive Director, Asian Pacific Women's Information Network Center, Sookmyung Women's University, Korea)</li> </ul> <p><b>Welcoming Remarks</b></p> <ul style="list-style-type: none"> <li>- The Hon Julie Bishop (Minister for Education, Science and Training and Minister Assisting the Prime Minister on Women's Issues) – Video Message</li> <li>- Senator the Hon Helen Coonan (Minister for Communications, Information Technology and the Arts *</li> </ul>
09:30-09:50	<p><b>Introduction to Initiative for APEC Women's Participation in the Digital Economy</b></p> <ul style="list-style-type: none"> <li>- Dr. Kio Chung Kim (Executive Director, APEC Women's e-Biz Center)</li> </ul>
09:50-10:20	Tea Break
10:20-11:30	<p><b>Plenary Session 1: Women's Participation in Digital Economy</b></p> <p><i>Chair: Andrina Lever (ABAC Member, Canada)</i></p> <ul style="list-style-type: none"> <li>- Dr. Kusmayanto Kadiman* (State Minister for Research and Technology, Indonesia)</li> <li>- Barbara Bauer (President, GlobalSight Partners)</li> </ul> <p><i>"Women and the Digital Economy: Education and Business Imperatives"</i></p> <ul style="list-style-type: none"> <li>- Hyeon Jeong Lee (Vice President, Samsung Electronics)</li> <li>- Nona S. Ricafort (Commissioner, Commission of Higher Education, Philippines)</li> <li>- Laura Albornoz Pollmann* (Minister, Women's National Service, Chilean Government)</li> </ul>
11:30-13:00	<b>Business Matching Luncheon</b>

13:00-14:00	<p><b>Session I:</b>  <b>Research on Digital Strategies for Women’s Advancement</b>  <i>Chair: Dr. Amelou Reyes</i>  <i>(President, Philippine Women’s University, Philippines)</i></p> <ul style="list-style-type: none"> <li>- Dr. Lorna Wright (Associate Professor, International Business, Schulich School of Business, York University, Canada)</li> <li>- Dr. Patrice Braun (Research Fellow, Ballarat University, Australia)</li> <li>- Dr. Yong Ja Kim (Executive Director, APWINC, Sookmyung Women’s University, Korea)</li> </ul>
14:00-15:00	<p><b>Session II:</b>  <b>APEC e-Capacity Building &amp; Skills Development</b>  <i>Chair: Dr. Hiroko Hashimoto (Professor, Jumonji University)</i></p> <ul style="list-style-type: none"> <li>-Dr. Pham Thi Thu Hang (Director, VCCI, Vietnam)</li> <li>-Ms. Eun Ryung Lee (Professor, APWeBiz Center, Korea)</li> <li>-Jusni Djatin (Head of PDII, LIPI, Indonesia)</li> </ul>
15:00-15:30	Tea Break
15:30-16:30	<p><b>Session III:</b>  <b>Lessons Learned and Best Practices around APEC</b>  <i>Chair: Chonchanok Viravan (President, BPW-International, Thailand)</i></p> <ul style="list-style-type: none"> <li>- Ms. Chi-fen Wang (Executive Director, Information Center, BOFT, Chinese Taipei)</li> <li>- Sonja Bernadt (CEO, Thoughtware, Australia)*</li> <li>- Jean Angus (Executive Director, Magellan Technology Pty Ltd, Australia)</li> <li>- Debra Bayne (Managing Director, Debraneys Pty Ltd. Australia)</li> <li>- Danielle Leher (CEO, M’tomic, Australia)</li> <li>- Korea *</li> </ul>
16:30-17:30	<p><b>Session IV:</b>  <b>Supporting Policies for Sustainable e-Future</b>  <i>Chair: Claudia Morrell (Executive Director, Center for Women and Information Technology, University of Maryland)</i></p> <ul style="list-style-type: none"> <li>- Neil Anderson (Deputy Head of School, Cairns, School of Education James Cook University)</li> <li>- Patricia Foley Hinnen (Microfinance Advisor to the U.S. State Department, USA)</li> <li>- Ms Aurora Rubio (Senior Advisor, ITU Regional Office for Asia and the Pacific, ITU)</li> </ul>

18:00-20:00	<b>Gala Dinner</b> <i>Hosted by MOCIE and Sookmyung Women's University</i>
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**June 23, 2007 (Saturday)**

	<b>Session V. Discuss Issues and Recommendations</b> <i>Chair: Dr. Lorna Wright (Associate Professor, International Business, Schulich School of Business, York University)</i>
09:00-10:40	Group1: Research Group2: Capacity Building Group3: Lessons Learned Group4: Supporting Policies
10:40-11:00	Tea Break
11:00-11:40	<b>Closing Session</b> - Dr. Kio Chung Kim (Executive Director, APEC Women's e-Biz Center)
11:40-13:00	<b>Luncheon</b>
13:30-16:00	<b>APEC Summit for Digital Economy for Women</b>

*\* Speakers still being confirmed*

## Special Events

### APEC Summit for Digital Economy for Women

**Date:** June 23, 2007  
**Venue:** Fairview Function Room, Sheraton Mirage  
**M.C.** Dr. Lorna Wright  
**Rapporteur** Dr. Patrice Braun

In this 2-hour-long session of round-table meeting, Ministers, university presidents and CEOs of large enterprises around the Asia and the Pacific will meet and discuss on the ways to build a sustainable e-future through women's capacity building, skill development and supporting policies. The recommendations formulated in this round table meeting will be sent to leaders and policy makers of each APEC member economies.

### Whitepaper Release

"Whitepaper on Women Enterprise and e-Business in APEC" written by Dr. Lorna Wright, which analyses the current status of e-business of women-owned enterprises in APEC member countries is scheduled to be published in time for the forum.

Champagne ceremony to celebrate the whitepaper release will be held during the gala

### **Initiative for APEC Women's Participation in Digital Economy**

aims to promote e-business opportunities for women enterprises through establishment of strategic guidelines and roadmaps and ultimately expand the economic opportunities for women in APEC region

"Initiative for APEC Women's Participation in the Digital Economy" has been proposed by the Ministry of Commerce, Industry and Energy (MOCIE) of Korea and APWINC at 10th APEC ECSG (Electronic Commerce steering Group) Meeting in September 2004. The APEC initiative was endorsed at the Senior Officials Meeting of 10th APEC ECSG and gained official mandate in the statements of the 16th & 17th APEC Joint Ministerial Meetings.

APEC Women's e-Biz Center (APEC WeBiz Center) has been established at APWINC, Sookmyung Women's University to carry out the APEC Initiative with the official opening on August 22, 2005.

### **APEC Digital Economy Forum for Women at a glance**

- "APEC Forum on Digital Economy for Women 2005: e-business and opportunities" in Seoul, Korea
- "APEC Forum on Digital Economy for Women 2006: Innovation and Leadership" in Halong Bay, Vietnam
- "APEC Digital Economy Forum for Women 2007: Building a Sustainable e-Future" in Port Douglas, Australia
- "APEC Digital Economy Forum for Women 2008" in Peru (to be confirmed)