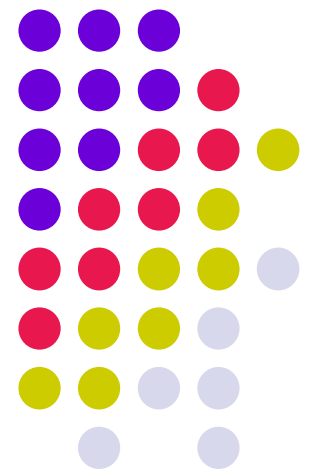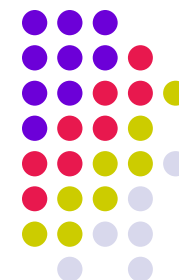# Business Development Services (BDS) for women - owned entrepreneurs in the digital economy

Dr. Pham Thi Thu Hang
Vice-President
Women Entrepreneurs Council
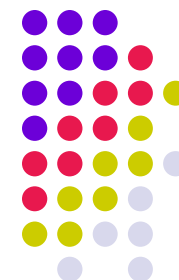VCCI

# Rate of women-owned/led enterprises in Vietnam

Sectors	Women-owned enterprises	Total of registered enterprises	%
Agriculture, forestry	40	925	4.3
Aquaculture	446	2453	18.2
Mining	41	427	9.6
Production	1956	10399	18.8
Electricity, water, gas	10	112	8.9
Construction	243	3999	6.1

Number of women-owned/led enterprises (2)

Whole sale, retail, motor repairing etc.	5978	17547	34
Hotel, restaurant	909	1919	47.4
Traffic, communication, storage	218	1796	12.1
Financial services	79	935	8.4
Science-technology services	1	6	16.7
Housing, immovable property and business service	284	1375	20.7
Education, training	43	77	55.8

Number of women-owned/led enterprises(3)
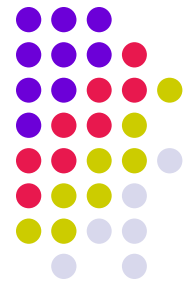
Welfare and health services	5	25	20
Sport and culture	12	120	10
Others	37	173	21.4

Figures on women-owned/led enterprises - Dec.2000

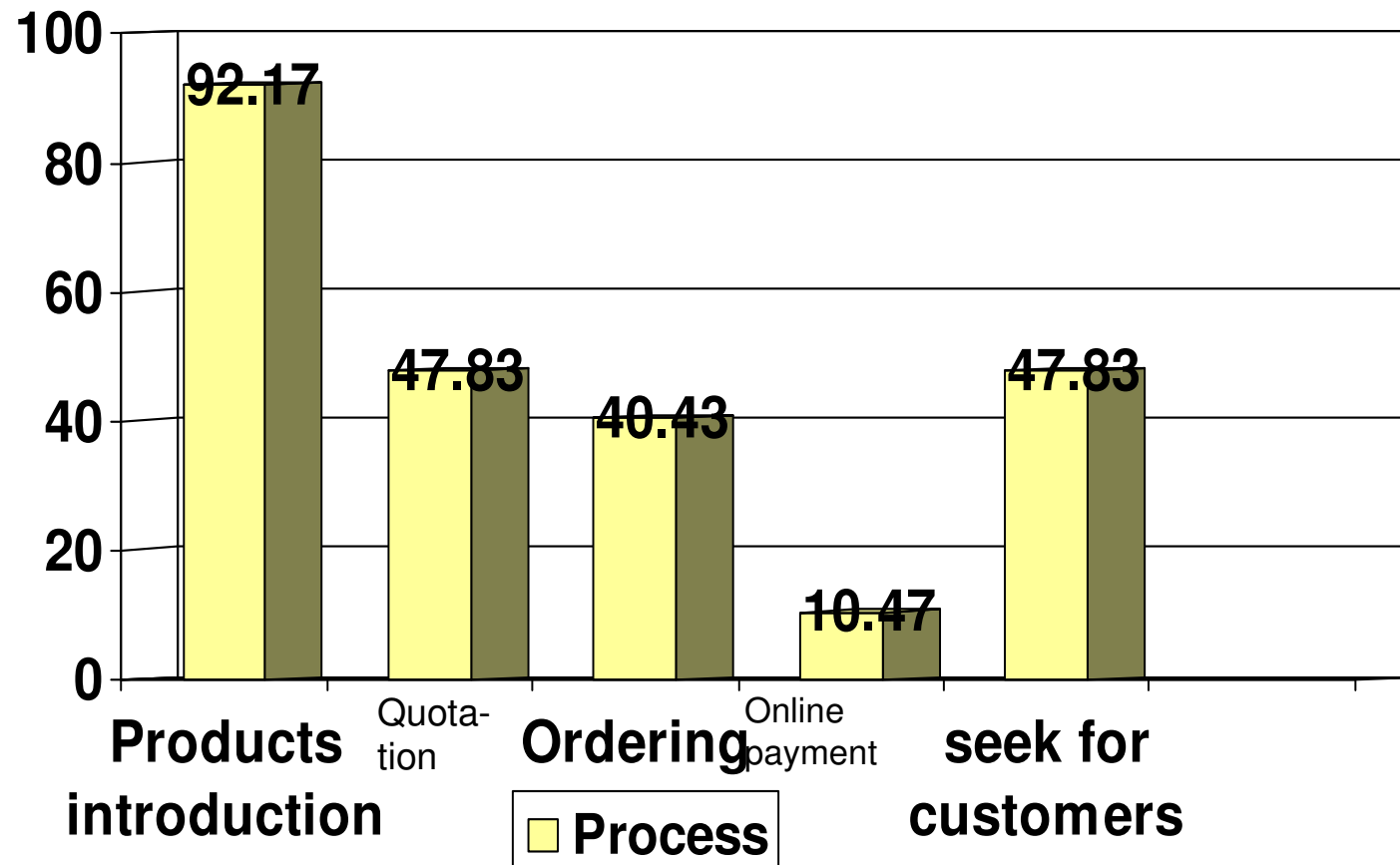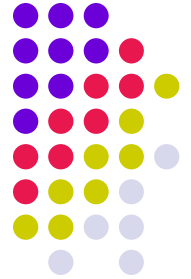| 12/2000	Number of business	Profits
Total	42,288	809,786 (billions VND)
women-owned enterprises	10,302 (~24%)	95,428.487 (billions VND) - 11%

Sources: General Statistics Office (GSO), 2000

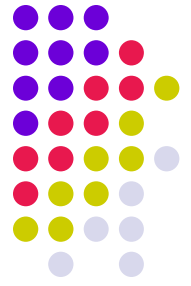# Enterprises with computers and e-business
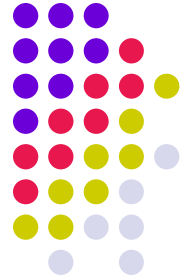
❑ General survey by GSO in 2002:
- using computers: 52.730 (2%) enterprises
- having website: 2.366
- using e-business: 3.760

Application of e-business

Category	Value
Products introduction	92.17
Quotation	47.83
Ordering	40.43
Online payment	10.47
seek for customers	47.83

Legend: Process

The necessity to develop e-business services for women-owned enterprises

Help women entrepreneurs to apply e-business to :

- ❑ Extend market, strengthen cooperative relations
- ❑ Reduce costs
- ❑ Improve the quality
- ❑ Save on resources
- ❑ Support for international economy integration
- ❑ Access to advanced achievements

# Obstacles for Vietnamese enterprises in ICT application
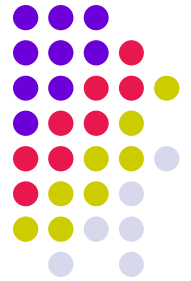
- Insufficient awareness

- Inadequate investment

- Lack of CIO

- Lack of manpower that directly accept e-business services

- Limited capacity of education organizations in Vietnam on e-business training

- Inadequate policy environment

- Big IT programs and projects are at the 1st stage

- Lack of training program on ICT in general and e-business application in particular

# Use of e-business service in enterprises
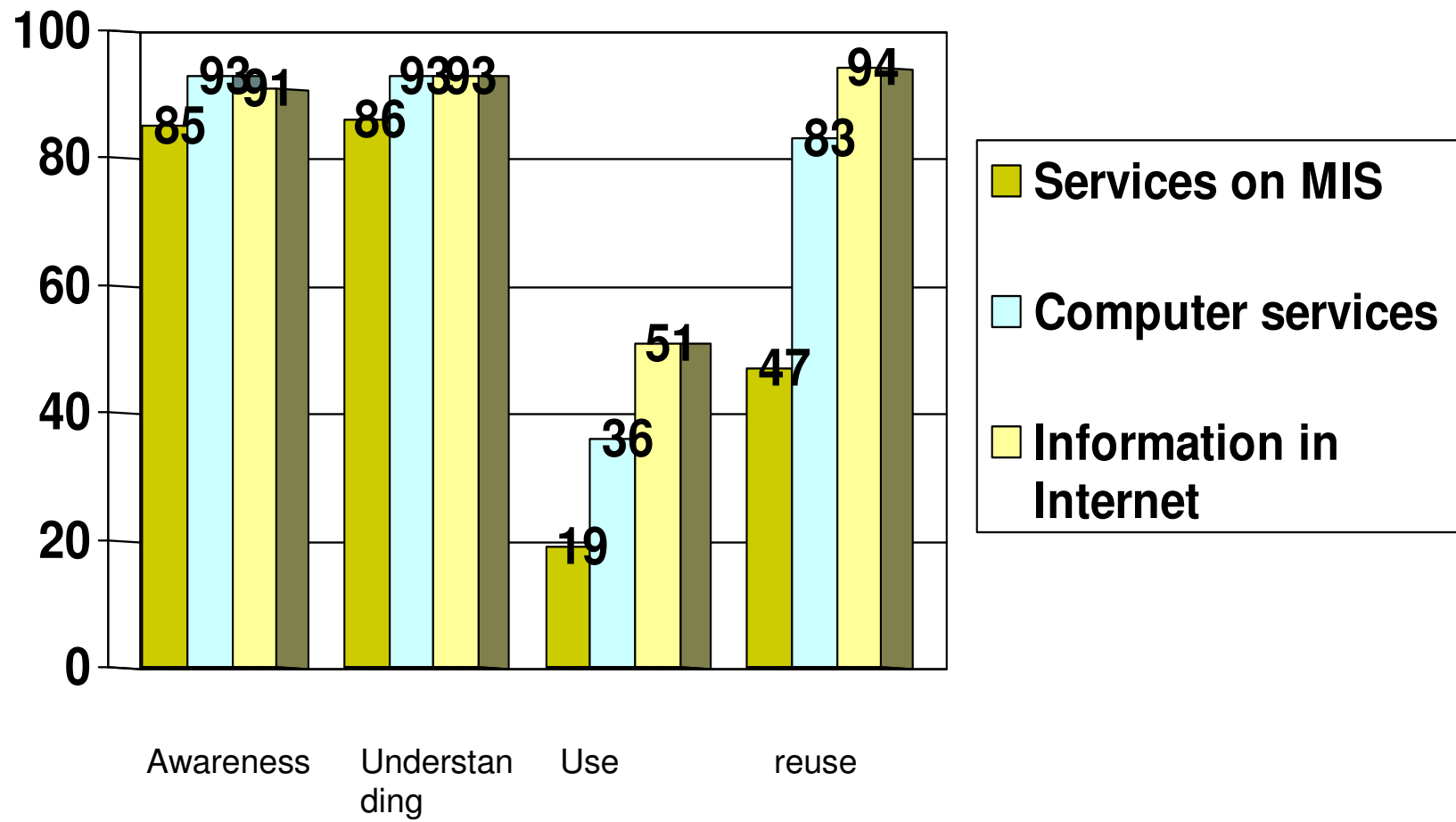
Difficulties for WE to use e-business
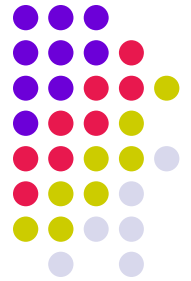
- Limited understanding on e-business
- Lower education level and foreign language skill compared to men
- Issues of web facilities and security remain new
- No specific program and support policies for WE in e-business
- Poor appropriate services/products for WE

Use of computers in Vietnamese enterprises
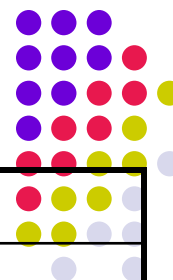
	No	Yes
To access internet		
Enterprises owned by men	279 (51%)	263 (48.5%)
Enterprises owned by women	71 (51.8%)	66 (48.2%)

To send and receive email		
Enterprises owned by men	246 (45.4%)	296 (54.6%)
Enterprises owned by women	66 (48.1%)	71 (51.8%)

| **Using computer for e-learning**		
Enterprises owned by men	532 (98.2%)	10 (1.8%)
Enterprises owned by women	133 (97.8%)	4 (2.2%)
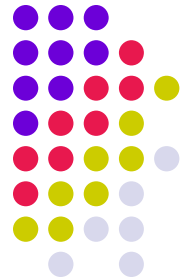
Initial efforts for WE in Vietnam

- **National program on ICT application** for integration and development, approved by the Prime Minister on 29 July 2005 and VCCI has been assigned to implement from 2005 – 2010

- Training on ICT application for women-owned enterprises:
  - In coordination with AWINPC
  - Sending staff to participate in training program of APWINC
  - Encourage WE to follow training program on e-business by fees incentive.

- **APEC Digital Opportunities' Center (ADOC) in VCCI**

Recommendations to meeting of APEC minister on SME : Support to WE, taking full advantages of the digital economy
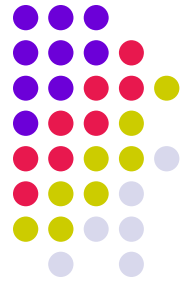
- ❑ Conduct surveys, research on the situation and needs for BDS by women-owned enterprises

- ❑ Introduce the application of ICT in order to enhance competitiveness of training content on e-business.

- ❑ Develop IT products/services that are suitable with WE, especially areas with high representation of WE (commerce, service..).

- ❑ Enhance capacity for services providers, set up Remote Training Center in the Internet.

Recommendations to APEC ministerial meeting on SME : Create the application environment for E-business
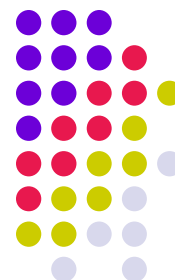
- ❑ Gender integration in survey, research programs, plans supporting WE to use e-business
- ❑ Recommend Governments on the promulgation of policies and e-business development for enterprises in general and women-owned enterprises in particular
- ❑ Develop legal framework in order to regulating ICT services
- ❑ Promote linkage between computerization programs of Governments, agencies and locality and business computerize programs
- ❑ Strengthen international cooperation, especially among APEC economies, enable enterprises to learn new and updated training contents.
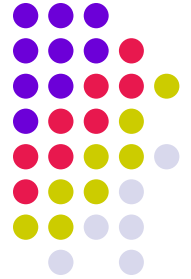
Thank you for your attention and contribution!