

GO DIGITAL ASEAN

EXPLORE DIGITAL

GROW DIGITAL

WHAT IS GO DIGITAL ASEAN?



GO DIGITAL ASEAN



The Asia Foundation

Go Digital ASEAN is designed to promote, inspire, and provide digital skills training to entrepreneurs, business owners, and aspiring start-ups in Southeast Asia, and this project is divided into two such as Explore Digital and Grow Digital.

WITH SUPPORT FROM :

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EXECUTED BY :



The Asia Foundation

Improving Lives, Expanding Opportunities

WHAT IS EXPLORE DIGITAL?

EXPLORE DIGITAL

Explore Digital is an inspirational speaker series featuring entrepreneurs and thought leaders from across ASEAN to share their expertise, successes, and insights on regional trends for small businesses. Connect and interact with a digital village of entrepreneurs from Southeast Asia and learn from one another's business challenges and solutions.

Explore Digital is held in the form of a Webinar in which there are 6 webinars in this project.

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THE PROGRAM REPORT

EXPLORE DIGITAL

Overall Summary:

- Explore Digital is a webinar series aimed at fostering knowledge sharing among small business owners and aspiring entrepreneurs in the ASEAN region.
- The series features entrepreneurs and thought leaders sharing expertise, successes, and insights on regional trends for small businesses.
- Participants engage with a digital village of entrepreneurs from Southeast Asia, learning from each other's challenges and solutions.
- Held in the form of 6 webinars, the series provides a platform for participants to connect and interact.
- Topics cover areas such as digital marketing strategies, e-commerce trends, financial management, and innovation.

Participants:

Target Audience: Small business owners, and students related to relevant majors.

- Industries: Participants come from various industries such as:
- E-commerce
- Technology startups
- Hospitality and tourism
- Food and beverage
- Retail
- Students
- Age: The age range of participants varies, but they are typically young professionals, small business owners, and students interested in entrepreneurship.

Number of Participants join the program:

We have successfully recruited 2062 participants to join the webinar and participants from the Growth Digital physical training that we showed the video recorded.

Challenging:

- **Partner:** Forming strategic partnerships with organizations and networks requires aligning goals and motivate partners to actively promote the webinars among their networks can be difficult due to competing priorities and limited resources.
- **Audience Outreach:** Effectively reaching and engaging participants through targeted ads is difficult due to the need for region-specific content and overcoming digital fatigue among potential attendees.
- **Digital Platform Development:** Utilizing Google Classroom as the platform for webinars aims to provide a user-friendly experience for participants. However, it requires careful setup to ensure high engagement, seamless access, and integration of interactive features, while also addressing data security and regional compliance issues.

Episode 1: Unlocking Digital Success for Women led Businesses



ជាភាសាខ្មែរ



In English

សូមធ្វើការសម្រង់មតិនៅទីនេះ:



Episode 2: Leveraging Digital Solutions for Business Resilience



ជាភាសាខ្មែរ



In English

សូមធ្វើការសម្រង់មតិនៅទីនេះ:



Episode 3: Empowering MSMEs in their Journey to Digitalization



ជាភាសាខ្មែរ



In English

សូមធ្វើការសម្រង់មតិនៅទីនេះ:



Episode 4: Championing Sustainability through Digital Innovation



ជាភាសាខ្មែរ



In English

សូមធ្វើការសម្រង់មតិនៅទីនេះ:



Episode 5: Building an Inclusive Digital Economy for Local Communities



ជាភាសាខ្មែរ



In English

សូមធ្វើការសម្រង់មតិនៅទីនេះ:



Episode 6: Maximizing Business Potential Using Digital Tools and Insights



ជាភាសាខ្មែរ



In English

សូមធ្វើការសម្រង់មតិនៅទីនេះ:



WHAT IS GROW DIGITAL?

GROW DIGITAL

Grow Digital provides advanced training for entrepreneurs and business owners on critical skills that divided into 4 topics such as Financial Literacy, Digital Literacy, Cybersecurity and Green Business.

Grow Digital takes place in the form of a physical training course, which includes about 30 sessions in 8 different provinces of Cambodia.

The provinces are the locations where we have conducted the training.*



Phnom Penh



Siem Reap



Battambang



Koh Kong



Kampong Thom



Kampong Chhang



Ratnakiri



Preah Vihea

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TRAINING TOPICS

FINANCIAL PLANNING

Discover the fundamentals of financial planning and learn how to effectively manage your business finances. Gain practical insights and hands-on experience with the Kotrareil App, a powerful tool for financial management.

DIGITAL BUSINESS AND DIGITAL MARKETING

Unlock the potential of digital marketing to grow your business. Explore topics such as social media marketing, e-commerce platforms, and leveraging tools like G Suite for business efficiency. Learn how to create captivating visual content with Canva and edit professional-quality videos with VN.

GROW DIGITAL

CYBERSECURITY

Protect your business from digital threats with an introduction to cybersecurity. Understand common vulnerabilities and best practices to safeguard your data and operations in an increasingly interconnected world.

GREEN BUSINESS IN THE DIGITAL ECONOMY

Explore the intersection of sustainability and digital business practices. Learn how to integrate green initiatives into your business strategy and contribute to a more environmentally conscious economy.

THE TRAINER

MR. PHICHITH KUNTHAKCHEAT

**MANAGING DIRECTOR
SIQ NATURE EVENT CO LTD**

Kunthakcheat Phichith, Managing Director at SIQ NATURE EVENT CO LTD, specializes in marketing, digital marketing, and providing tools and solutions to aid business growth. With over 8 years of experience, he aids businesses of all sizes, leveraging his expertise to support social projects.

Over the past three years, Kunthakcheat has extended his impact by providing tailored training programs on marketing and digital marketing to Micro, Small, and Medium Enterprises (MSMEs), SMEs, and startups in Phnom Penh, Battambang, Siem Reap, and Banteay Mean Chey. Through these initiatives, he has empowered local businesses with practical insights and strategies to enhance their brand presence, engage with their target audience more effectively, and achieve sustainable growth.

[CLICK HERE TO LEARN MORE ABOUT THE TRAINER](#)

GROW DIGITAL



THE TRAINING REPORT

GROW DIGITAL

Overall Summary::

- Project Name: Grow Digital
- Objective: Provide advanced training for entrepreneurs and business owners on critical skills.
- Topics Covered: Financial Literacy, Digital Literacy, Cybersecurity, and Green Business in the Digital Economy.
- Format: Physical training course comprising approximately 30 sessions across 10 provinces of Cambodia.

Participants:

Target Audience: 800 SMEs, small business owners, and students related to relevant majors.

- Industries: Participants come from diverse industries including retail, hospitality, technology, agriculture, and more.
- Locations: The training sessions are held in ten provinces: Phnom Penh, Siem Reap, Battambang, Koh Kong, Pursat, Sihanoukville, Kampong Speu, Kampong Thom, Ratanakiri, and Kratie.
- Age: Participants likely range in age from young entrepreneurs and students to seasoned business owners, covering a broad spectrum.

Number of Participants Trained:

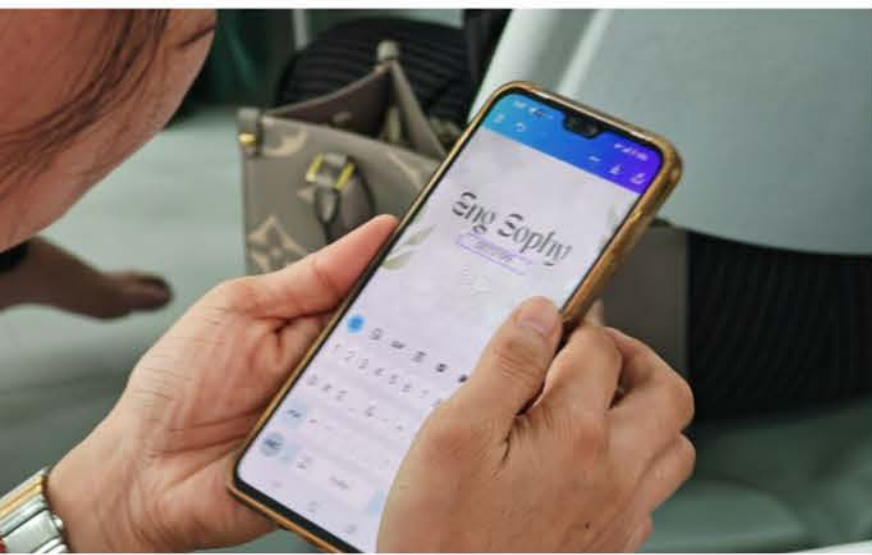
A total of 812 individuals participated in and successfully concluded the training initiative

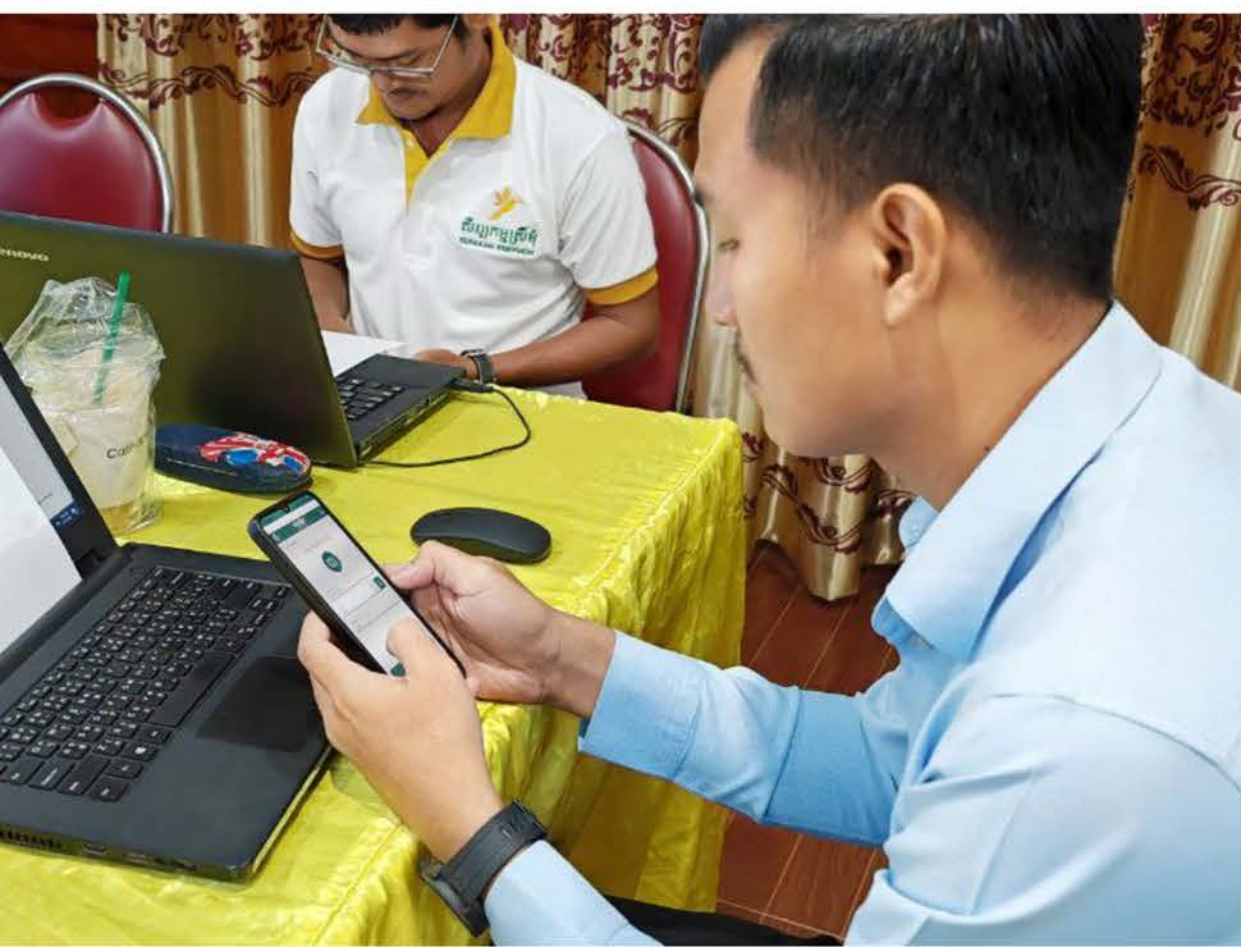
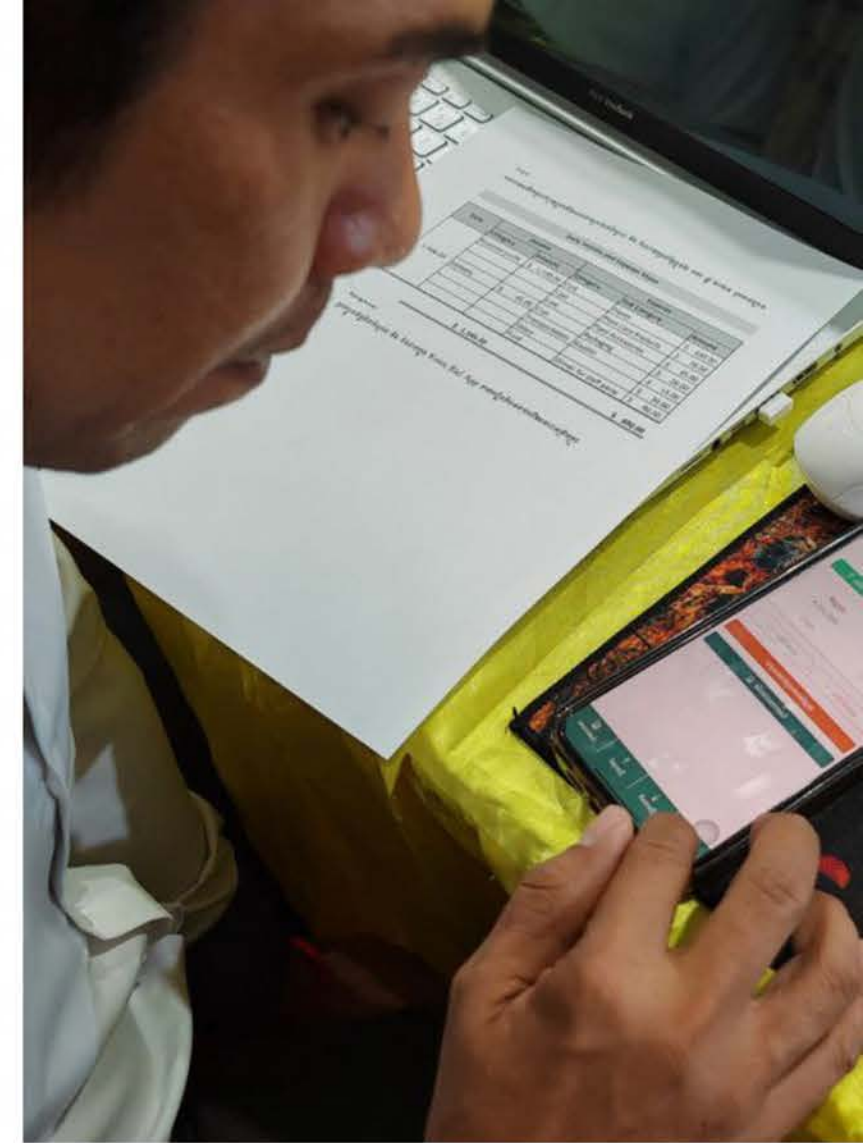
Learning point:

- Digital Marketing Strategies: Gain insights into effective digital marketing techniques tailored to the ASEAN market, such as social media marketing and search engine optimization.
- E-commerce Best Practices: Learn practical tips for building and scaling successful e-commerce businesses, including platform selection and customer acquisition strategies.
- Innovation and Adaptability: Understand the importance of innovation and adaptability in responding to market trends and disruptions, and learn to embrace change and experimentation.
- Networking and Collaboration: Have the opportunity to network with peers and industry experts, fostering collaboration and partnerships that can drive business growth and innovation in the ASEAN region.







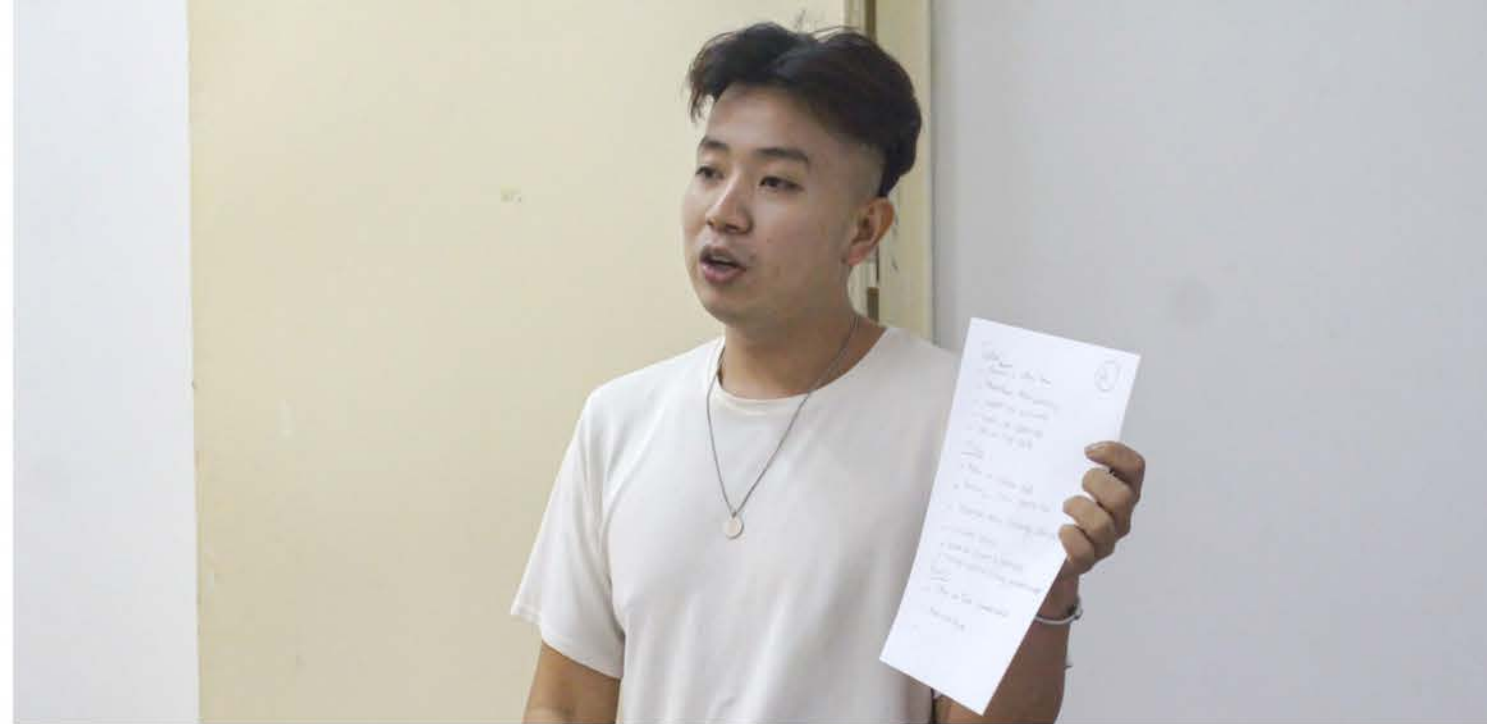
















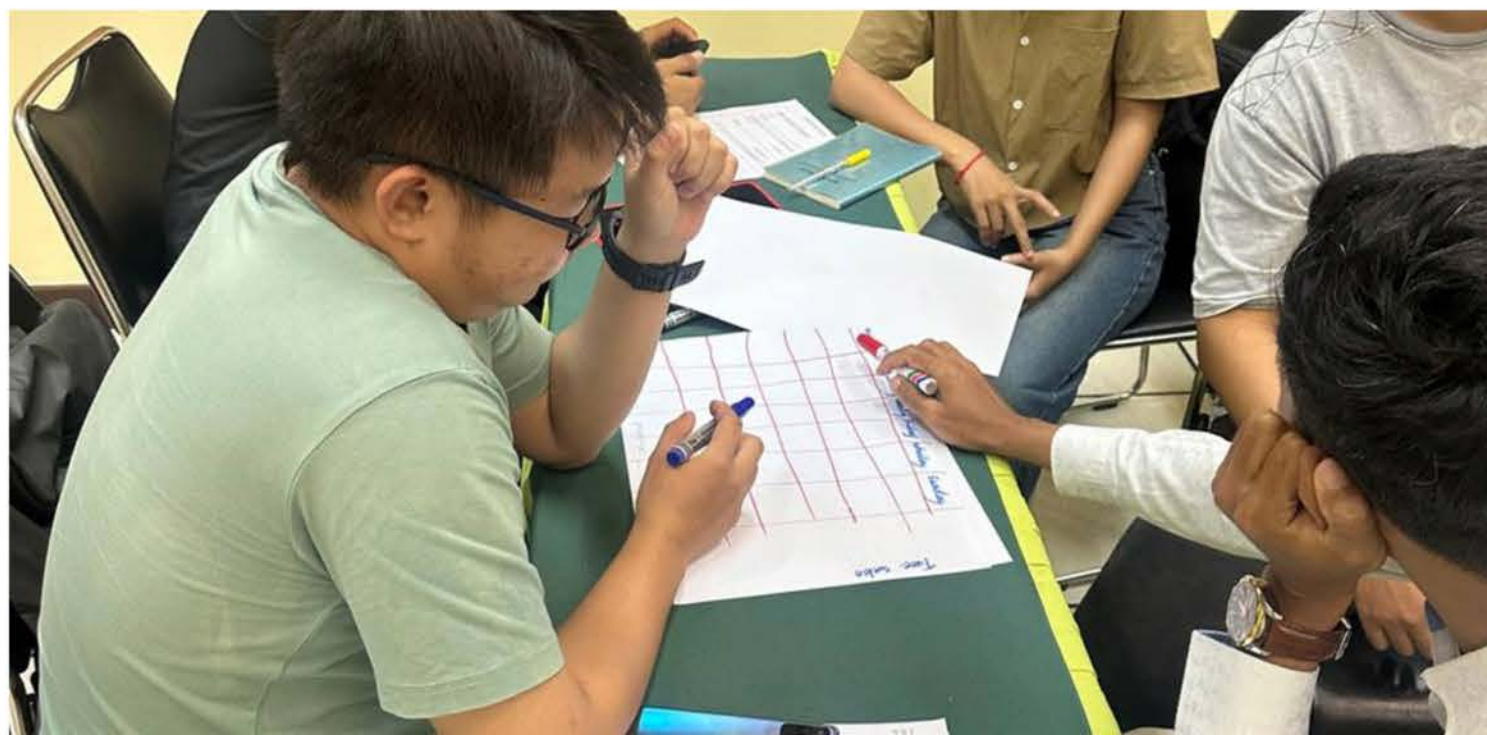














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