



WOMEN DIGITAL INCLUSION

SMEs and Entrepreneurs Secretariat



Ministerio de Producción
Presidencia de la Nación

“ENCOURAGING ENTREPRENEURS AND SMES IS THE KEY TO
ACHIEVE AN INCLUSIVE DEVELOPMENT, ESPECIALLY WHEN
THE DIGITAL ECONOMY IS CHANGING ITS CHALLENGES AND
OPPORTUNITIES”

OECD Ministerial Conference on SMEs



3 | **WHAT ARE WE DOING**

- **LEGAL FRAMEWORK:** ENTREPRENEURS ACT, SMES ACT, SOFTWARE ACT AND BIOTECHNOLOGY ACT.
- SIMPLIFICATION OF PROCESSES AND **LESS BUREAUCRACY**
- **ENTREPRENEURIAL AND DIGITAL** SKILLS DEVELOPMENT THROUGH PLAN 111 MIL AND ARGENTINE ENTREPRENEURS ACADEMY
- **SMES DIGITAL TRANSFORMATION**
- PROMOTION OF **ENTREPRENEURIAL AND TECHNOLOGICAL ECOSYSTEMS**
- **ACCESS TO GLOBAL MARKETS THROUGH DIGITAL TOOLS**

PLAN 111 MIL



COURSED



PLAN 111 MIL

44,4%

COMPLETED
THE COURSE

55,6%

HAVE NOT
COMPLETED
THE COURSE

DESERTION CAUSE

- Course content problems
- Incompatibility with other educational activities
- Incompatibility with job
- Incompatibility with family responsibilities
- Distance between home and headquarters

PLAN 111 MIL



ACTIONS

COMMUNICATION

- Marketing campaign
- Advertising tv spots

LOYALTY

- Visits to Plan 111 Mil courses
- #MUJERES111MIL event

MONITORING

- Plan 111 Mil registered women survey
- Teachers gender perspective survey

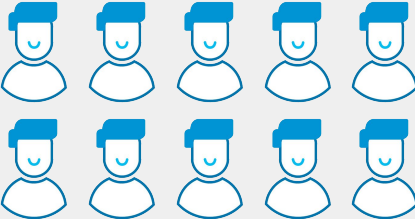
GLOBAL POSITIONING

- G20
- W20

COMPARATIVE



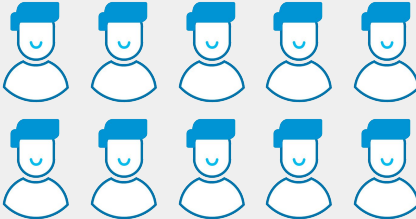
10 MEN



5 WOMEN



10 MEN



2 WOMEN





THANK YOU!

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