WOMEN DIGITAL INCLUSION

SMEs and Entrepreneurs Secretariat
“ENCOURAGING ENTREPRENEURS AND SMES IS THE KEY TO
ACHIEVE AN INCLUSIVE DEVELOPMENT, ESPECIALLY WHEN
THE DIGITAL ECONOMY IS CHANGING ITS CHALLENGES AND
OPPORTUNITIES”
ARGENTINA DIGITAL TRANSFORMATION

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**
WOMEN DIGITAL INCLUSION

PLAN 111 MIL

+62 MIL ENROLLED

+22 MIL WOMEN COURSED

16,114 MEN

8,490 WOMEN
WOMEN DIGITAL INCLUSION

**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
WOMEN DIGITAL INCLUSION

**PLAN 111 MIL**

566 CERTIFIED STUDENTS

103 WOMEN
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
WOMEN DIGITAL INCLUSION

COMPARATIVE

COMPLETED

10 MEN

5 WOMEN

CERTIFIED

10 MEN

2 WOMEN
THANK YOU!

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SMEs and Entrepreneurs Secretariat

Ministerio de Producción
Presidencia de la Nación