



TPSA | CANADA-INDONESIA TRADE AND
PRIVATE SECTOR ASSISTANCE PROJECT



SUCCESS STORY

The Indonesian Export Training Center Adds TPSA's Digital Training Course to Its Curriculum

The Indonesian Export Training Center (IETC) of the Ministry of Trade offers basic and advanced training courses to Indonesian companies, including SMEs, on business management and exporting. It also offers an online business training course covering a number of topics. Several IETC staff participated in a training workshop on gender-responsive planning and budgeting conducted by the TPSA gender team in September 2017. The participants from IETC then decided to develop a training program aimed at women-led SMEs.

IETC training courses are open to any company, regardless of whether it is women- or men-led. However, the IETC observed that many women-led SMEs are smaller than those led by men, but are interested in expanding their business and exporting. The TPSA gender team helped IETC identify topics related to current export trends that would be beneficial to women-led SMEs. The first topic identified was the use of digital marketing to support exports.



Participants work on a digital marketing plan.

Canada 

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IN PARTNERSHIP WITH





THE CHALLENGE: WOMEN-OWNED SMEs LACK DIGITAL MARKETING KNOWLEDGE AND SKILLS

IETC observed that while most of the women-led SMEs who had taken their courses use social media to market their products, they did not seem to know how to optimize their use of digital marketing in order to expand their markets.

THE STRATEGY: OFFER DIGITAL MARKETING TRAINING

The IETC training team and the TPSA gender team worked together to design a training workshop, which was held March 13 and 14, 2018, for 20 women-led SMEs in the fashion industry, which includes TPSA's focus industries of apparel and footwear. The TPSA gender team delivered the training along with two digital marketing experts. Three women entrepreneurs were also invited to share their experiences using digital marketing to support their businesses.

“ We have integrated some of the sessions of the TPSA digital marketing course into our online business training. It includes the approach that TPSA introduced, using hands-on exercises where students apply digital marketing approaches to their own businesses. ”

Wasiyanto, IETC staff member responsible for online business training

Topics included the types and applications of digital marketing and gender-based challenges in domestic and international trade. The use of participatory training methods created a relaxed atmosphere where participants openly shared their views and experiences, including their challenges using digital marketing.

THE OUTCOME: BENEFITS FOR BOTH PARTICIPANTS AND IETC

The participating women-led SMEs learned about how digital marketing technologies can be used to expand and improve their businesses, and also became aware of their own gender-based challenges as entrepreneurs and exporters.

The digital marketing course differs from other courses in IETC's curriculum in that it covers both conceptual and practical applications of digital marketing. It involves group exercises guided by digital marketing experts where participants are expected to demonstrate how they would use the tools. This approach makes it different from other IETC courses, which rely solely on a lecture format.



Dati Fatimah, TPSA gender expert, and Santi Setiastuti, IETC Head of Training and Curriculum Development, present a certificate of achievement to one of the training participants.



The IETC staff learned from the TPSA gender team about the process of designing and delivering the training, and saw how integrating gender-equality issues enriched the overall course. Participants can share and learn from one another about how to overcome gender-related barriers to exporting and growing their businesses. IETC staff also benefited from new connections to experts in the digital marketing field.

“The training was very important in demonstrating ways that women SMEs can expand their markets through optimal use of various media. IETC has adopted the training material and social media approaches into its online business program. The program has now been offered six times with the additional material.”

—Santi Setiastuti, IETC Head of Training and Curriculum Development

The training material was adopted by IETC and meets the Management Quality Standard of ISO 9001:2000. The ISO standard covers not only the material and curriculum development, but also the management of the training, specifically the planning, preparation, delivery, and feedback mechanism.

ENSURING SUSTAINABLE RESULTS: DIGITAL MARKETING COURSE ADDED TO IETC'S ONLINE BUSINESS PROGRAM

IETC integrated the digital marketing course into its online program in 2018, and it has become one of the most popular topics. Since offering the course, IETC has hired the main resource person that TPSA engaged to help with the initial offering. IETC also intends to hire digital marketing and gender-equality experts to serve as resource persons, trainers, and mentors, and has allocated funds in their budget to do so. With the help of these resource persons, IETC will offer the course with integrated gender-equality topics. The result is that digital marketing training is now more easily accessible to women entrepreneurs, who normally face time or geographic constraints.



First digital marketing course offered by IETC in April 2018.