



Digital Innovations for Female Entrepreneurs in ASEAN Meeting
September 11-12, 2024
DoubleTree Hotel
Vientiane, Lao PDR

DIFEM is a nexus for high-performing U.S., Lao, and ASEAN digital economy entrepreneurs to engage with leading-edge private sector technology companies, government officials, and other micro, small, and medium enterprises (MSMEs) to explore the future of business optimization and commercial collaboration.

The DIFEM event supports Laos's leadership on ASEAN 2024 Priority Economic Deliverables making progress on 2024 ASEAN PEDs:10 (Addressing Financing Gaps Among MSMEs) and 12 (Adopt the Roadmap on Digital Trade Standards in ASEAN) and has been made possible with support from the U.S. Department of State, East Asia Pacific Bureau, Office of Multilateral Affairs.

DIFEM Notional Agenda Concept:

On September 11 and 12 the U.S. Embassy in Vientiane will host an exclusive gathering of 75 micro, small, and medium-size enterprise (MSMEs) entrepreneurs and government officials digitalizing the economy across Southeast Asia, the Digital Innovations for Female Entrepreneurs in ASEAN Meeting (DIFEM). The event will take place at the DoubleTree Hotel, in Vientiane Lao PDR.

At DIFEM, digital entrepreneurs and digitizing MSMEs from around ASEAN will learn about generative AI and digital tools to optimize business efficiency, growth, and cybersecurity for today—and tomorrow's digital economy.

We welcome additional private sector experts to participate as keynote speakers and, if interested, to share their expertise through mentorship in the DIFEM

Design Sprint and Solution Rooms for next-generation women entrepreneurs on September 11 and 12.

Come to Laos to learn about the growth-potential of ASEAN's last-mile markets and to inspire, and be inspired by, the next generation of talent and integrators working at the cutting edge of Southeast Asia's digital economy.

Time (GMT+7)	Sessions
Location:	DoubleTree Hotel, Vientiane Lao PDR
Day 1 (September 11) <i>(Hybrid virtual option for ASEAN participants)</i>	
8:30 – 9:00	Registration
9:00 – 9:20	<p>Opening Ceremony</p> <ul style="list-style-type: none"> • Welcoming Remarks: Ambassador Heather Variava <i>Female Entrepreneurs Leading One Another on Leading Edge Digital Frontier to Grow the ASEAN Small and Medium Enterprise (SME) Economy</i> • Opening Remarks: Representative of Ministry of Industry and Commerce (TBC) <ul style="list-style-type: none"> • Opening Remarks: Vice-President of Lao National Chamber of Commerce and Industry
9:20 – 10:00	<p>Private Sector Keynote Presentations (10-20 minutes each):</p> <ul style="list-style-type: none"> • AI and the Transformation of Digital Economy Access for Last Mile Markets <i>Presenter: Desarak Teso, Director - Corporate, External and Legal Affairs, Thailand/Vietnam, Microsoft</i> • Human-to-Human Communities and Connection in an AI World: What are the timeless business and relationship touchstones that will continue to make or break businesses in the economy of the future? (Not Livestreamed) <i>Presenter: Moon</i>

	<p><i>Nguyet Phillips, Senior Director, Public Policy, Tools for Humanity</i></p> <ul style="list-style-type: none"> • Connection and Collaboration for Strategic Growth: How to foster mentorship and partnership for shared growth and productivity (Presenter: Nancy Jaffe, Mango Tango)
10:00 – 10:05	<p>Making the Most of Mentorship Conversations: (Presenter: Nancy Jaffe, Mango Tango) Emcee Design Sprint Activity Options Explanation</p>
10:05 – 10:15	Group Photos
10:15 – 10:45	<p>Tea and Coffee Break Design Sprints, Mentorship Circles One-on-One Consults with STELLA Facilitator and Experts (by prior sign-up)</p>
10:45 – 11:30	<p>Building Fintech Space for Female Founders: How to Innovate on Investment and Debt-funding Financing for Women Entrepreneurs, A Conversation:</p> <ul style="list-style-type: none"> • Cynthia Salim, Integra Partners • Jamie Brennan, DDX and AI expert • Souphaphone (Nana) Souannavong, Fina Money • Moderator: Sunepha (Nungning) Detvongsa IQURI
11:30 – 11:45	<p>Lightning Presentations: Lao and ASEAN Entrepreneur Digital Business and Data Models</p> <ul style="list-style-type: none"> • Joie Cruz, Limitless Lab • Kanpassorn Eix, Ooca • Moh Suthasiny, Happy Ground
11:45 – 12:15	<p>Inspiring Collaboration and Mentorship for Economic Growth: A Conversation</p>

	<p><i>Presenters:</i></p> <ul style="list-style-type: none"> • Lattahana Douangboupha, Deputy Director of MSME Promotion Agency, MOIC • Palima Sisaykeo, Acting Director of Technical Assistance Management Department, MSME Promotion Agency, MOIC <p><i>Moderator: Jessica Panchatha</i></p>
12:15 – 13:30	Networking Lunch
13:30 – 13:40	<p>Group Activity: Building with AI Together</p> <p><i>Facilitator: Chris McCarthy</i></p>
13:40 – 14:15	<p>The Future of AI in ASEAN Digital Economy: A Conversation</p> <ul style="list-style-type: none"> • Savath Saypadith, Wayha Sokxay Tech • Sunepha (Nunging) Detvongsa IQURI • Chris McCarthy, MangoTango
14:15 – 14:20	Movement Moment and Live Slido Survey
14:20 – 14:40	<p>Global Trends in Venture and Investment: Horizon Opportunities in Southeast Asia and the U.S.</p> <p><i>Presenter: Muhammad Masthan, SelectUSA U.S. Department of Commerce</i></p>
14:40 – 15:10	<p>DIY Demo: Mom&Pop Software and SKU Demo: Real-Time Digitizing of Back-of-Shop Inventory</p> <p><i>Presenter: Brett Joyal, CEO Mom&Pop</i></p>
15:10 – 15:50	<p>Tea and Coffee Break</p> <p>Design Sprints, Mentorship Circles</p> <p>One-on-One Consults with STELLA Facilitator and Experts (<i>by prior sign-up</i>)</p>
15:50 – 16:20	<p>Journey and Iteration: How Women in Tech Forge New Paths in the Digital Economy</p> <ul style="list-style-type: none"> • Thanyalat Chaleunsouk, YooSai La • Gina Romero, CEO Connected Women (TBC)
16:30 – 17:00	Lightning Presentations: Lao and ASEAN Entrepreneur Digital Business Models

	<ul style="list-style-type: none"> • Limsan Pong, HealthTech • Daneth Reasmey & Ty Sokmey, TenBox • Viengvilay Phimmason, Patihoub • LTS Village Banking
17:30 – 19:30	Digital Transformations Networking Local Food Stalls, Music, and Happy Hour co-hosted with UNICEF and MakerBox (with special guests from Ministry of Technology and Communications)
19:30 – 20:30	No-Host Dinner (Participants' choice to visit local restaurants)

Time (GMT+7)	Sessions
Location:	DoubleTree Hotel, Vientiane Lao PDR
Day 2 (September 12)	
8:30 – 9:00	Coffee and Networking
9:00 – 9:10	Plenary Emcee Opening Remarks
9:10 – 10:00	Plenary Mentorship and Collaborative Leadership Interview <i>Participants:</i> <i>Moderator: Nancy Jaffe, Mango Tango</i>
10:00 – 10:40	Tea and Coffee Break Design Sprints, Mentorship Circles One-on-One Consults with STELLA Facilitator and Experts (<i>by prior sign-up</i>)
10:40 – 11:00	Looking Back in 20 Years: What will be the stories of now for the Southeast Asia digital economy (Presenter: Jamie Brennan, DDX and AI expert)
11:00 – 11:15	Group Activity Part II: Building with AI Together <i>Facilitator: Chris McCarthy</i>
11:15 – 11:30	Unlocking Inclusive Innovation: The Importance of Diversity in AI: Gina Romero , CEO Connected Women ,
11:30 – 11:45	Developing the AI and Digital Skills Workforce: <i>Khim Bun, General Manager,</i>

	<u>Agile Development Group</u>
11:45 – 12:00	Back Office Optimization with AI and More: <u>Fatima Yambao, Digiteer</u>
12:00 – 13:30	Networking Lunch
13:30 – 14:10	Expert-Led Talk and Panel Discussion Cyber Security in a Changing World: Anticipating Challenges for Consumers, Businesses, Industries, and Governments <i>Participants:</i> <ul style="list-style-type: none"> • <u>Vilaysack Vorachack, Cyberus Technologies</u> • Courtney Hayslett, CISA • Dilip Jesuthasan, Best Telecom <i>Moderator: Tim Sarraille, U.S. Embassy Vientiane</i>
14:10 – 14:25	Connecting People by Syncing Data Sets Online: <u>Midina Vallido, Dataverse</u>
14:25 – 14:40	Digital Payments Platforms: Phonepasong Mixab, <u>Souliyo Vongdala, LOCA PAY</u>
14:40 – 15:15 (Breakout Rooms and Main Plenary Room)	Small Group Q&A's and One-on-Ones: Cybersecurity for Business and Individuals: <i>(Discussion led by: CISA, Cyburus representatives)</i> Digitizing Inventory and Payment Systems: <i>(Discussion led by: Digiteer, Mom&Pop, TenBox representatives)</i> The Hard Things and Leadership Development: <i>(Discussion led by: MangoTango, Integra Investors representatives)</i> Datasets and Digitizing Records: <i>(Discussion led by: Dataverse, HealthTech, LTS)</i> AI Adoption Today and Tomorrow: <i>(Discussion led by: MangoTango and DDX representatives)</i>

15:15 – 15:30	Tea and Coffee Break Design Sprints, Mentorship Circles One-on-One Consults with STELLA Facilitator and Experts (<i>by prior sign-up</i>)
15:30 – 15:45	Branding for Business Development and Market Opportunity: <i>Presenter: Mrs. Thiphachanh Thippavone, Deputy Director of Dispute Resolution Division, Department of Intellectual Property (MOIC)</i>
15:45 – 16:10	Demo: Online Marketing <i>Presenter: Mylene Abiva, FELTA Multi Media Inc</i>
16:10 – 16:30	Plenary Q&A: What Comes Next: Top Takeaways from Breakout Discussions Taking Steps for Lasting Relationships <i>Presenters: Group Facilitators and Chris McCarthy</i>
16:30 – 16:45	Closing Ceremonies Closing Remarks: U.S. Mission to ASEAN Deputy Chief of Mission, Kate Rebholz (TBC)