

28 February, 2020

## **Think, Learn and Succeed A short digital entrepreneurship course**

HSBC Malta Foundation is funding a specific project by the National Council of Women (NCW) entitled “Think, Learn and Succeed - A Short Digital Entrepreneurship Course”. This 40-hour training programme will provide an overview of business for women, including such areas as online security and digital marketing.

Modules include business planning, online business promotion and digital marketing, the creation of digital content, ICT and online security, as well as e-commerce.

The course is targeted at groups such as single mothers, and women who would like to set up their own business. Business owners seeking to expand their respective sales on a global scale may also find this course useful for them, as well as those persons who would simply like to increase their knowledge on the subject.

The aims and objectives of the NCW are geared to combat poverty and social exclusion through education. According to Mary Gaerty, NCW President, “through this course participants can better understand what it takes to sustain an e-commerce business. Unfortunately, some women who are already in business are hesitant to break into e-commerce because of security concerns or they simply lack the knowledge and understanding about this element of business that has become so essential today, and is likely to be more so in the future. The sustainability of a business project is very important so there will be follow-ups with the participants. Social media and our website will be used to promote the outcomes. A report will be presented once the project ends”.

Margherita Privitera, HSBC’s Head of Distribution Risk, who presented the funds on behalf of the HSBC Malta Foundation, said, “It’s important that one learns about e-commerce as this has grown by some 300 per cent over the last few years. Because e-commerce tends to carry far lower costs than other setups, adding an online component to an existing business doesn’t need to be a high-risk investment and, in fact, in most cases this would be a far better choice. In supporting the National Council of Women, the HSBC Malta Foundation’s continues to support people regardless of their background or past circumstances to build independent lives and become positive contributors to society.”



Photocaption: Margherita Privitera (standing, first from right) presents funding, on behalf of the HSBC Malta Foundation, during a particular session from the course on digital entrepreneurship