UN Tourism Bishkek Women's Empowerment Workshop

Bishkek, Kyrgyzstan
4 December 2026

Programme

FRIDAY, 4 DECEMBER

08:00 – 09:00 Registration

09:00 – 09:30 **Opening Remarks**

- **Mr. Eduard Kubatov,** Director, Kyrgyz Republic State Agency for Tourism Development
- **Mr. Dilyor Khakimov,** Director, Institutional Relations, Partnerships and Advocacy Department, UN Tourism

09:30 – 10:30 **Born to Lead**
Introductory session for participants with icebreaker activities aimed at developing leadership skills and networking challenges for the day.

- **Ms. Ainura Turezhanova**, Tourism Development Specialist and Co-Founder, Journal Central Asia
- **Dr. Lucy Ferguson**, Women's Empowerment Training Specialist

10:30 – 11:00 **Coffee Break**

11:00 – 13:00 **Breakout session**
Own the algorithm
Masterclass on digital marketing for tourism entrepreneurs. How to use online platforms, AI tools and social media to access new markets.

- **Ms. Rashmi Chadha,** Founder and CEO, Wovoyage

13:00 – 14:00 **Networking Lunch**

14:00 – 14:20 **UNDP presentation: From Local Products to Tourism Markets: Practical Lessons for Women Entrepreneurs**

14:30 – 16:30 **Breakout session**

Value for money
In-depth session on the value of the authentic. How to strategically value your tourism product or service and highlight it to your clients.

- **Ms. Ainura Turezhanova**, Co-Founder, Journal Central Asia

16:30 – 16:45 **Coffee Break**

16:45 – 17:30 **Women mean business**
Closing session with the conclusion of the networking challenges and feedback from participants.

- **Ms. Ainura Turezhanova**, Tourism Development Specialist and Co-Founder, Journal Central Asia
- **Dr. Lucy Ferguson**, Women's Empowerment Training Specialist

17:30 **End of Workshop**