



PRESS RELEASE

Digital-Z Women Final Conference

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“DIGITAL Z-WOMAN - HOW TO SUCCEED IN DIGITAL BUSINESS”

Prague, 5th December 2023

The international conference "How to succeed in digital entrepreneurship - inspiring stories of Generation Z women" was held on 29 November 2023 at the Next Zone in Prague. The conference was held as part of the Erasmus+ DIGITAL Z-WOMEN project, which aims to contribute to the promotion of innovation skills and digital entrepreneurship in Generation Z women, as well as to train Vocational Education and Training (VET) professionals in this area.

The conference brought together experts, entrepreneurs and inspiring personalities in the field of digital entrepreneurship. The aims of the event were to share the main ideas, strategies and success stories of women who have made their mark in the digital space and created their own path to business success.

The conference theme was chosen considering the rapid evolution of digital technologies and the growing influence of Generation Z in the digital economy.



Participants at the conference had the opportunity to hear the latest information on digital trends, learn about best practices in digital trends and business, and be inspired by the stories of successful women in the sector.



Company representatives, experts and the rest of the conference participants had the opportunity to take part in interactive debates, workshops and presentations that provided an in-depth insight into the issues of entrepreneurship in the digital world. Current issues, challenges and opportunities presented by the digital age were also discussed. The DIGITAL Z-WOMEN project team would like to thank all the participants, speakers, partners and sponsors who contributed to the success of the conference.

This event is another step towards promoting equality and developing female entrepreneurship in the digital age.

For more information, please contact: [Hana Čiháková] [Educational Association, z.s.] [hanacihakova@seznam.cz] About the DIGITAL Z-WOMAN project.

The project is funded by the European Union under the Erasmus+ programme. It aims to support Generation Z women in developing digital skills and entrepreneurship. It is implemented in cooperation with partner organisations from several European countries. About Next Zone: Next Zone is a modern, multifunctional space in Prague that provides an inspiring environment for meetings, training and innovation. Next Zone is a popular venue for conferences, workshops and cultural events.

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