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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

## INTEGRA NEWS FLASH

Issue #11

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### ITC supports textile workshops as government makes wearing of masks compulsory in Guinea



To support the government's efforts in curbing the spread of COVID-19 in Guinea, ITC's INTEGRA programme will provide technical and logistical assistance as the country intensifies its production of masks. Through the Ministry of Youth, ITC has been tasked with ensuring textile workshops meet the international quality standards for masks, as well as streamlining the chain of

production. Young tailors will benefit from the immediate employment opportunities this creates.

As the virus continues to spread in the country, Guinean authorities have imposed a general obligation for its residents to wear face masks. President Alpha Condé has tasked his ministries involved with the pandemic crisis management and textile plants to ensure the production of affordable masks not exceeding \$.25 or 2500 Guinean francs.

As commissioned by the Ministry of Youth, ITC experts in textiles and quality will work towards the successful production of masks that are affordable for every Guinean and ensure the standards of manufacturing meet international requirements.

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## **Nimba platform to host Virtual Workshop on Digital Marketing**



30 youth are set to take part in an inaugural workshop training on digital marketing through the Nimba platform on 14 and 15 May. The training will engage young entrepreneurs, freelancers and startups adjusting to the

repercussions of COVID-19 on their business and looking to broaden their consumer reach through online marketing opportunities.

The training will cover, how to generate traffic and consumer interest using a variety of marketing techniques to grow their outreach as well as gain a better understanding on being a community manager.

The online workshop comes as part of the re-adapted activities of the INTEGRA programme following the pandemic crisis. Following measures put in place by authorities limiting the convening of groups, the programme is moving more of its engagements online.

With its existing suite of online courses, the use of the Nimba platform continues to increase and has now extended its services to include live-online training for young entrepreneurs.



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**ITC improves logistics and provides health safety kits to Guinean start-ups in the delivery business**





Following the nation-wide lockdown, businesses that provide consumers with the option for delivery are experiencing a surge in activities. As such, ITC recently equipped six start-ups with delivery bags for good transport of their products and health safety kits to ensure good health and safety practices during delivery processes.

Guinea's entrepreneurial ecosystem has a growing number of youth delving into the transport of small packages, food and various other products. The INTEGRA programme identified this burgeoning field of business, and trained over 150 young entrepreneurs in urban logistics last year. Some of these trainees included returning migrants, some of whom were part of the logistical delivery fleet being assigned to the six enterprises.

“This equipment will enable us to respond effectively to the growing demand, and we were also slightly limited in terms of delivery men and the migrant returnees that we will integrate will fill this gap. Our quality of service will greatly improve,” said Ousmane Cisse, Managing Partner of online food delivery business SPEEDEAT.



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## SME Trade Academy holds first ITC Virtual Workshop for young Guinean entrepreneurs



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**Atelier sur le marketing digital**

30 young entrepreneurs from various cities in Guinea including Kindia, Labé, Conakry, Kankan, Mamou and N'Zérékoré joined two live workshop sessions on Digital Marketing, as the first day of training took place yesterday. The introductory training was led by online marketing specialist Thierno Ibrahima Diallo with support from ITC's Raphaël Dard and Mamadou Bobo Bah.

Following the introductory webinar, young entrepreneurs were taken through four online activities covering topics as broad as the history of the internet and narrowing down to areas such as inbound marketing and consumer loyalty. Workshop participants also received supplementary video lectures and quizzes as well as the opportunity to pose questions in discussion forums.

As programmes look to adjust face-to-face training, ITC's SME Trade Academy has launched a new generation of workshops called Virtual Workshops. INTEGRA is the first programme to use this live-online learning space to hold a two-day virtual workshop.

After the first day of the session, organisers mentioned the level of stress felt very similar to organising a face-to-face workshop in the country. The result of the day's efforts were positive with good attendance from youth all over the country and a minimal carbon footprint, making the webinar an environmentally friendly alternative for trainings. Both participants and organisers are keen to resume the second day of interactions.

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**PLATEFORME NIMBA**

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