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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #21

Entrepreneurship and Finance Advisors kick off training for youth in various cities across Guinea



Entrepreneurship and Finance Advisors (EFA) from the INTEGRA programme have initiated a set of workshops in Guinea. 280 youth took part in a training on finance and account management skills the session also outlined tools and methods to develop a well-rounded business approach.

The workshops will provide youth entrepreneurs with a detailed look at building a viable business plan by taking trainees through practical examples and case study reviews for an improved financial outlook.

"Learning how to manage cash inflows and outflows is essential for an entrepreneur. This training has strengthened my ability to better manage my finances and will certainly guarantee the reliability of my financial projections for the coming years," said Safayou Baldé, an entrepreneur in the poultry industry.

The INTEGRA EFAs support small business owners with tailored coaching, identifying sources for financing and developing a bankable business plan.

Guinean youth learn the essentials of last mile logistics



After training 180 youth in four cities across the country, the INTEGRA programme is now placing a focus on last mile logistics. 40 youth attended a workshop in Conakry which covered transport, delivery, communication, customer service and security.

Young entrepreneurs were introduced to the "last mile" diagnostic tool to improve logistic plans for business transportation and courier services. Coaches will

support small business owners in the country to use the diagnostic tool and improve logistic plans for businesses. Entrepreneurs that registered to join a cooperative as well as others that expressed an interest to incorporate delivery services to their business, received isothermal bags and other delivery equipment items.

"I am delighted with this opportunity offered by INTEGRA to restart an income-generating activity as part of my professional reintegration. I feel ready to face the market, the equipment I received will let me work right after this training" explains Mamadou Diallo, a returning migrant participating in the training.

To increase engagement online, young entrepreneurs also received training on digital communication to further boost their business visibility.

ITC mobilizes entrepreneurs by establishing a national network

The image is a promotional graphic for a meeting. The main text reads "Construisons ensemble le futur de la Guinée" and "COMITÉ DE PILOTAGE #30 MARS 2021". Below this, there are logos for CAN, integra, Centre du Commerce International, the Guinean coat of arms, and the European Union. To the right, there is a video call interface showing three participants: Darius Kurek, Claude Mangoula, and Oscar Ouendéno.

The INTEGRA programme has introduced a National Network of Guinean Entrepreneurs (RNEG) to create an association for entrepreneurs to interact and find solutions to obstacles faced by small businesses.

The national network encourages entrepreneurs to openly share experiences and skills to improve business practices in the country. It also facilitates access to business opportunities for the Guinean diaspora.

To execute its tasks, the RNEG will seek out synergies to further promote the network and entrepreneurship as a viable source of income for youth. The network will also engage with stakeholders from small businesses.

A look at our entrepreneurs:

Meet Ansoumane Sidibé: Kankan's flourishing computer and IT trainer



Like most graduates after completing his studies at the University of Kankan Ansoumane Sidibé sought ways to begin earning an income. Sidibé noted the need for prospective employees to have basic computer skills and soon launched his business Wassolon Services.

Once he completes a training offered by the INTEGRA programme, Sidibé plans to broaden his business to include courses on computer graphics, web design and digital marketing. Sidibé has also successfully streamlined his financial

approaches with guidance from the programme's entrepreneurial and financial advisor. According to Sidibé, "the greatest asset of an entrepreneur is in their training," and he will continue to implement changes to improve his business operations.

"Our service offering has really evolved with the support of INTEGRA. Before, our source of income was only training, now, we design and produce badges, business cards, CVs and more. Thanks to the growing demand for additional services, we have created three full time jobs and two part-time jobs," said Sidibé.

The centre also equips young professionals with accounting skills and other key skills.



Meet Koukoulé Brehmou: Faranah's serial young entrepreneur



Koukoulé Brehmou is an agricultural engineer and entrepreneur based in the province of Faranah. "INTEGRA has been a real catalyst in my vision as an entrepreneur. The support and advice I receive on a daily basis which apply towards my business gives me the opportunity to improve my performance," said Brehmou.

After completing his studies in 2017, Brehmou pursued an entrepreneurial venture in fruit farming by planting watermelon. Unfortunately, the pursuit was unsuccessful because he ended up selling his fruit produce at a loss. In hindsight, Brehmou points to the lack of market research as the main reason his venture was unsuccessful.

In spite of this, Brehmou persevered and attended a training in 2019 offered by the INTEGRA programme and with the programme's support of an entrepreneurial and financial advisor he began to turn around his business. Brehmou made radical changes to the financial management of his business and recently gained additional expertise this year in urban logistics, quality and packaging which he hopes will broaden the service offering of his business. "My ambition after this training in urban logistics is to solve the transport problem faced by small-scale farmers in the province of Faranah," said Brehmou.

Through his company Initiatives Guinée, Brehmou guides farmers in agricultural production, supports cooperatives, associations and informal groups with farming advice, provides information on launching crop accounts and installing irrigation systems.

Brehmou expects his multiservice business to expand and improve the support farmers receive in his community over the next years.

Meet Aissatou Kaba Condé : Mamou's literary scholar turned baker



As a young graduate in modern literature from the Julius Nyerere University in Kankan, Aissatou Kaba Condé had envisioned a very different career path for herself. Condé is the co-founder of a local cake shop - Raby Camara in her hometown of Mamou. Launching Raby Camara came as an idea after a family member ordered a wedding cake and never received it. Without a cake shop to fulfill the order in her town, her family was left without a solution.

Condé's cake shop sells birthday, wedding and baptism cakes to local clientele and has also introduced IT services. To improve the financial management of her business, Condé sought support from a finance and entrepreneurial advisor

through the INTEGRA programme. Together they developed a concrete business plan and improved her financial approaches.

In March, Condé began her training session on urban logistics to cater to market demands and introduce delivery services as part of her business. "I started my business as a woman because I wanted to be autonomous. This INTEGRA training will give me the opportunity to complete the bakery services I offer to my customers by including the safe delivery of baked goods," said Condé.

The young woman entrepreneur also received isothermal delivery bags to ensure her small business can effectively deliver its cake orders.

National Network of Guinean Entrepreneurs (RNEG) Video



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Upcoming Activities

- 15 -30 May 2021 (Boffa, Kindia, Nzérékoré, Conakry, Mamou): Series of training workshops in Conceptualising and Formalizing ideas
 - 17 May 2021 (Mamou): Agricultural Management and Strengthening for Economic Reinforcement (GRAINE) workshops
 - (Kindia and Labé): Computer Graphics and Web Design training
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To participate in the INTEGRA Programme, please register at:

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INTEGRA GUINEE



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