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International
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Centre



GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

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Urban Logistics paves way to employment for Guinea's youth



The INTEGRA programme has kicked off another training series on urban logistics. The sessions will be held across the country in Conakry, Kindia, Boké,

Labé, Mamou, Kankan, Faranah, Kissidougou and N'Nzérékoré to engage 450 youth seeking employment in these areas.

This training series is held in collaboration with Bitiki to improve participants' understanding on operational elements of the delivery business and training young workers to digitize their businesses using a web-based solution to track sales, products, staff delivery achievements, service users and manage customer relations.

“My business promotes the tourism and local catering, to develop it further I took part in a pastry-making and catering training, which gave me the skills to effectively manage a restaurant. To further expand my business services, I attended an urban logistics training and have now introduced delivery services,” said Aboubacar Sylla a training participant and local business owner.

ITC is also championing the need to bring representatives of delivery services together to form a cooperation and pool resources for increased economic and ecological solutions. Through the training youth increase their employment chances and trainees that showed an exceptional interest in the delivery service business received isothermal bags.

ITC engages Guinean stakeholders to determine programme implementation progress



During her visit to Guinea programme manager Claire Burgio met with the UN Resident Coordinator, government stakeholders and private sector representatives to engage on ITC's progress in implementing its objectives as part of the INTEGRA programme. The discussions identified continued areas of support and collaboration, also paving a way to ensure sustainability for all programme initiatives.

Burgio also visited a few local businesses including a women's cooperative in Lanlaya, Mariama Cissé and Sons, Petite Damba and the Kipe Sewing Centre. Each of these business owners secured financial support to expand business projects through ITC, after taking part in technical trainings to improve business knowledge and skills.

ITC reiterated its commitment to work alongside partners in addressing young entrepreneurs' needs to improve the integration of youth to the country's working environment including returnee migrants.

Young agripreneurs learn permaculture techniques to include in sustainable farming

practices



The INTEGRA programme held simultaneous trainings in the towns of Dalaba, Faranah, Macenta, N'Nzérékoré and Kankan for young farmers promoting the use of environmentally friendly techniques in agriculture. The trainings covered both practical and theoretical material and trainees learned to create a sustainable agricultural enterprise.

As part of the practical training exercises, trainees were able to utilize the farms established by the incubators in their local area, these farming spaces can host up to 30 participants at once. “This permaculture training is very important, it has helped me understand the world of managing spaces by factoring in the environment and surroundings,” said Kokoli Brehemou, a young entrepreneur from Kankan.

At the training’s conclusion, the Faranah trainees led by Brehemou set up a training and awareness space to share permaculture techniques with their peers. The spaces have taken youth through several entrepreneurship trainings, with the most recent cohort of 240 students from the University of Faranah given an introduction to developing a business plan as well as other entrepreneurial standards.

A look at our entrepreneurs

Meet Mama Adama Camara, a wellness focused entrepreneur



While pursuing her studies in Kindia, Mama Adama Camara decided to earn some money by making fresh juices. Over time her list of clients and orders increased. By 2017, Camara launched social media pages under her business name 'ADA natural tips' to increase her business' marketing and share tips on nutrition and wellness.

Showcasing her 100% natural juices infused with spices like cloves and superfoods like ginger, ADA natural tips gained a following. A word Camara uses to describe her entrepreneurship journey is “yétherlui” which means “the empowerment of women” in the country's local language, Sousou.

Meet Kadiatou Sidibe, a leader committed to empowering women in business



As the president of the Djigui Cooperative, Kadiatou Sidibe is committed to empowering women to earn an income in Guinea and contribute towards the finances of their households. “I am calling on all women here and elsewhere to stand up and get involved. One has to get things moving in order to be taken seriously, let’s all be involved in contributing to our household income,” said Sidibe.

The Djigui cooperative is mostly made up of women with a few youth. It is involved in farming, harvesting and processing of rice to sell in local markets in its vicinity. The cooperative also employs at least 20 young returnee migrants

interested in pursuing rice farming. “When you choose to be an entrepreneur, for your business to succeed, you have to be rigorous,” described Sidibe.

Through the Djigui cooperative, women entrepreneurs have successfully improved their business procedures after taking part in the training offered by the INTEGRA programme. The cooperative remains highly popular amongst women entrepreneurs in the region.

Meet Alpha Oumar Diallo, an entrepreneur committed to opening doors for peers



Establishing the E-Booster incubator came from a passion of Alpha Oumar’s to share knowledge and contribute toward the development of his country. The incubator supports young entrepreneurs and contributes to the acceleration of larger enterprises.

So far the E-Booster incubator has trained over 5000 young entrepreneurs, provided young entrepreneurs with personal development, emotional intelligence skills and guidance in developing business plans.

The incubator works alongside businesses based in Mamou, Dalaba and Labé. Young entrepreneurs can secure financing of about \$5000 as seed capital to start their business through a partnership the incubator has with United Bank for

Africa (UBA). In its acceleration activities, E-Booster engages in staff training to improve operational, organisational and community management strategies.

“Today I have innovated by setting up a university incubator, to go to the source of ideas and encourage youth to believe in themselves and launch into entrepreneurship,” said Diallo.

Upcoming Activities

- 8 to 19 May - Training in digital marketing in Labé and Nzérékoré
 - 17 to 26 May - Inauguration ceremony of the Information and Border Assistance Office MPTF23
 - 23 May - Launch of the "Give life to your idea" project
 - 26 to 27 May - National conference of rural women in Kindia
 - 29 May - Workshop on market screening in N'zérékoré
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