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International  
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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

## INTEGRA NEWS FLASH

Issue #7

### Ministry of Trade lays out national approach in preparation for continental free trade zone



Trading under the African Continental Free Trade Area (AfCFTA) is expected to begin in July 2020. In preparation for the continental trade zone, the Ministry of Trade held a workshop to engage with key industry representatives from across the country. The primary goal of the workshop was to share the country's strategy with government officials and other economic stakeholders.

The AfCFTA aims to ease the movement of businesspersons and investments across the continent, creating a cohesive Customs Union and a single market for goods and services. During the session, ITC took the opportunity to highlight the African Union Trade Observatory and its role with creating this data platform. The trade observatory will furnish countries with reliable trade data and statistics.

Ensuring products qualify for continental trade is key for Guinea. The Secretary General of the Ministry of Trade underscored the country's two primary objectives: aligning Guinea's National Economic and Social Development Programme with the AfCFTA's working programme and legal provisions, also ensuring the continental integration of the Guinean people.

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## Over 200 young women receive training in MS Office through digital empowerment initiative



ITC has teamed up with the Digital Young Women of Guinea project to train 500 girls shortlisted from nine universities in using digital tools. Beginning with the basics, ITC took 250 girls through a training in Microsoft Office.

“The objective of the INTEGRA programme is to limit irregular migration of young people. Young women are also caught up in these circumstances and we want to equip young Guinean women with the skills they need to find employment and thrive in their country,” said ITC’s Bobo Bah, ICT value chains expert.

As the initiative's 2nd edition of training young Guinean women, the NGO New Change aims to upskill these women through training and coaching. The project will also help them secure funding and successfully gain employment with the assurance of a smooth integration process in a digital job market.

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## Aspiring art professionals gain credibility through Dubréka festival



The Institute of Dubreka Arts held the second edition of the FESTAD art festival around the theme “Theatre for Development.” The cultural event provided students with the opportunity to meet with professionals specialised in the arts, and encouraged a diverse perspective through various interactions on artistic creation.

“The Dubréka festival will cement the Guinean Higher Institute of Arts as an institution committed to giving students the chance to have exchanges with professionals in their field outside the classroom. The festival will also establish Dubréka as the city of arts,” described festival director Hilal Hassane.

During the festival, the INTEGRA programme also participated in a few training sessions to increase the credibility of business practitioners in the arts and

culture scene as part of the course series. The 3-day festival took place in December and was attended by distinguished guests, several artists as well as students.

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## Youth entrepreneurship prevails in discussions at sustainable development event



The Ministry of Cooperation and African Integration held an event in early December dedicated to the Sahel and West Africa region. The Days of Cooperation event included a round of successive debates on youth unemployment, gender discrimination and women's leadership opportunities in Guinea. During the panel discussion on "Youth and Women's Entrepreneurship for an Inclusive and Sustainable Development," ITC took the opportunity to highlight its role within the INTEGRA programme.

Indicating the programme's various interventions to ensure increase employment opportunities for youth in Guinea. Entrepreneurship consultant, Aminata Keita also underscored the need for youth to be bold and enterprising, as well as the need for the country to consider providing a school curriculum that covers entrepreneurship studies.

Entrepreneurship efforts through the INTEGRA programme aims to support 2,000 entrepreneurs by 2022.

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## Programme takes 60 young women through agri-food product training



In the towns of Fria and Forécariah young women from agricultural cooperatives were taken through agri-food product drying and processing techniques. The 60 participants learned how to use fruit in producing jams, sauces and juice. The training also provided methods to reduce losses and decomposition of the agri-food products by ensuring trainees learned building techniques for semi-industrial solar dryers.

The towns of Fria and Forécariah are frequently affected by the departure of youth seeking to illegally immigrate. To ensure the training is sustained by the local cooperatives and rural communities, modules were taught in the local language, Soussou.

To participate in the INTEGRA Programme, please register at:

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