

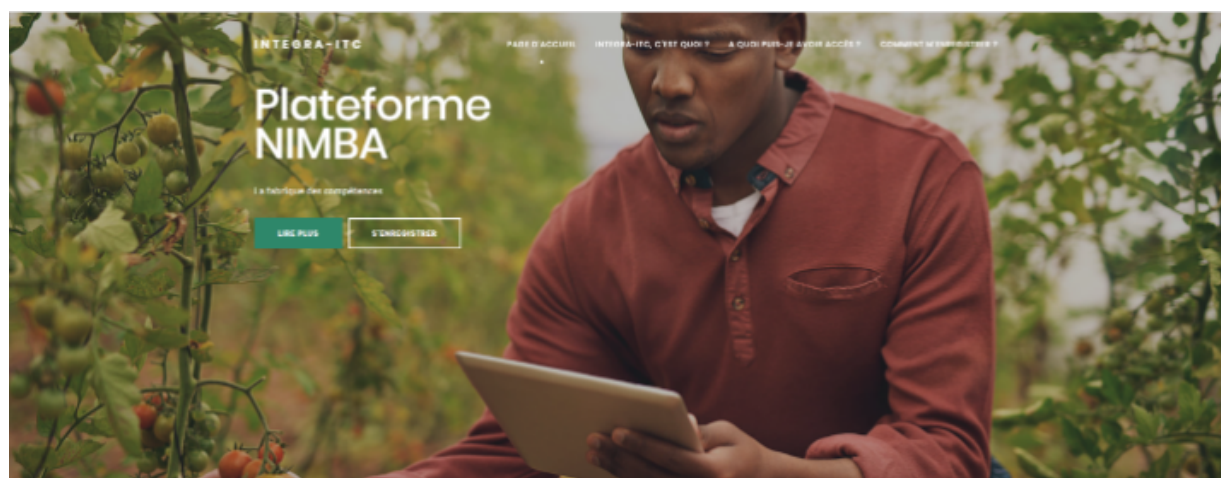
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INTEGRA NEWS FLASH

Issue #1

ITC introduces digital platform to engage INTEGRA beneficiaries



As part of the INTEGRA – ITC project young entrepreneurs will have unlimited access to professional training, entrepreneurial courses and enriched support for established businesses through the Nimba Platform. This Virtual Learning Space will give budding entrepreneurs an improved understanding of e-commerce for business, an introduction to economic intelligence and access to a variety of project resources.

The platform will include three primary manuals available for users to download and review, namely: processing fruits, improving drying techniques and tips on securing employment. To encourage increased interaction amongst its users, the Nimba platform will include skilled-based groups to facilitate more in depth discussion and guidance from group tutors. Platform users will

be monitored throughout the training process and thereafter undergo an evaluation once completed.

Plateforme NIMBA

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UEFA and ITC collaborate to engage Guinean youth



Following the formalisation of the Kick for Trade initiative by ITC and UEFA Foundation in early July, initial assessments for the initiative's activities have begun in Guinea. UEFA Engineer Mr. Marcus Keller visited the football pitch and sport facilities identified for refurbishment on 8th of August in Boffa, as well as the existing stadium and blue zone in Kaloum.

The visit to Kaloum provided an overview of sport infrastructure for the UEFA expert as the first business incubator in Waliyetebe. The Kick for Trade initiative rolls out to engage up to 150 Guinean youth seeking a steady source of income. The initiative will complement the existing Football 4 Employability curriculum at Waliyetebe by supporting youth through mentorship, further education including grants and employment opportunities.

ITC holds intensive boot camp to train young entrepreneurs on Financial Management



From 29 July to 02 August over 30 young Guinean entrepreneurs were taken through an in-depth training on financial planning and management. Young business owners gained expertise in using financial management methods for pricing, cost estimates, taxation and possible funding.

The session outlined processes of setting up a business or cooperative and included information on formalising these groups. By learning the financial management consultant processes, young entrepreneurs were able to practice financial diagnosis, management and setting up a business plan with SMEs that attended the session.

Governor of Kindia confirms support for INTEGRA programme



On the final day of the Financial Management boot camp, the INTEGRA ITC team met with the Governor of Kindia to share the objectives of the INTEGRA – ITC programme. Governor Sarangbè Camara reiterated the support of the Kindia Governate team to work alongside the local office as it sets out to implement the program activities. The ITC team agreed to share the complete programme documentation with the Governor’s office for their reviewing purposes.

INTEGRA team meets with Guinean equipment manufacturers

The INTEGRA ITC team met with equipment manufacturers of Guinea to identify areas that will benefit from support in training as part of the partnership contract between ITC and cooperatives.

The engagement provided the INTEGRA team with an inventory of existing activities as well as the companies working methods. The manufacturers also provided descriptions of their services as well as an overview of their prospective equipment.





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