

If this message doesn't display correctly, [click here](#)



International  
Trade  
Centre



GOUVERNEMENT DE GUINEE



EUROPEAN UNION

## INTEGRA NEWS FLASH

Issue #19

---

### INTEGRA and CARE to reinforce financial inclusion of cooperatives in Guinea



ITC and non-governmental CARE visited cooperatives, unions and groups to assess, consult and provide a way forward for these associations to gain financial inclusion with ensured autonomy. Focus group interviews and a review of administrative documents also gave further insight on progress made through programme support.

"This exercise provided an inventory of experiences from the cooperatives and unions we supported. These fruitful exchanges will help develop a concept note and address the need to strengthen the organisational/managerial capacities of cooperatives and achieve their financial inclusion," said Kassoum Coulibaly, an expert in financial inclusion and entrepreneurship.

At the end of the analysis, a workshop was held in Conakry on 8 March to discuss the primary expectations of the associations and ways to achieve sustainable financial inclusion.

---

## 30 youth learn computer graphics and web design in Conakry



Job creation opportunities remain diverse in the ICT and visual communication sector in Guinea. Youth pursuing a careerpath as freelancers or incorporating these skills to develop their entrepreneurial activities find these trainings indispensable.

From 8 to 13 March 2021 30 youth took part in a computer graphics and web design training held in the country's capital – Conakry, the trainings were

previously held in N'zérékoré and Kankan with 60 young participants.

Participants were taken through the formal and conceptual tools in graphic design including colours, typography and ergonomics. Topics covered were setting up a visual identity, designing models and mastering the use of various tools. The training approach is learning-by-doing and youth explored their skills in using Adobe Photoshop, Adobe Illustrator and Adobe InDesign.

"With the increase in digital jobs, this training is a real opportunity for youth to improve their skills for use in their companies as entrepreneurs and improve their employability as job seekers," said Lopez Yombouno, a young training participant.



---

**L'union des Groupements Maraîchers of Yaguissiran (UGMY) secures funding to expand production**





Specialized in the vegetable production of chilli, tomato and aubergine, the UGMY has received financing of 40,000 Guinean francs to purchase tools, fertiliser and employ additional workers through the Faîtière des Associations de Services Financiers de Guinée (FASEF) which is linked to the Ministry of Agriculture.

Since 2019, the INTEGRA programme has worked alongside the union and provided an advisor to support in the entrepreneurship and financing initiatives of the group. The advisor helps ensure the union develops bankable business plans through financial education and coaching.

As head of the union Abdoul Salam Coumbassa says they have made use of skills such as income management, optimal expenditure management, accounting and financial monitoring to ensure the smooth running of a business and ultimately improved the credibility of the union to secure funding.

"Today, we are very happy because this is the result of the technical support we have been receiving since we joined the INTEGRA programme. In addition to the three direct jobs created, we also have 20 indirect jobs during the harvest periods," confesses Abdoul Salam Combassa.

In the long term, Coumbassa intends to curtail irregular immigration by creating sustainable jobs for the youth in his community.

---

## Celebrating the resilience of Women Entrepreneurs in Guinea



A key element of INTEGRA's initiatives is to support women entrepreneurs across the country by providing equal opportunities to develop their skills. Through its activities in urban logistics, ICT, access to finance, sewing, baking and entrepreneurship, the INTEGRA programme supports aspiring women entrepreneurs in a diverse and inclusive environment.

Women beneficiaries of the INTEGRA programme are creating employment opportunities during this COVID-19 period and supporting microenterprises through activities they have developed and launched. Women entrepreneurs have overcome significant challenges in their sector and become inspiring examples.

These bright, persevering and courageous women are proof that even during a pandemic women are capable of succeeding.

We applaud their initiative!

---

## A look at our entrepreneurs:

### Meet Lanciné Kaba, an environmentalist turned poultry farmer in Faranah



Before Lanciné Kaba found out about the INTEGRA programme he did not have a structured approach to financial planning for his business. The trained environmentalist began poultry farming aiming to become a leader in the sector.

In September 2019, Kaba's business Kabadouya Production began receiving support in financial planning through the INTEGRA programme. Kaba was taken through controlling direct and indirect costs, efficient business management and other administrative skills.



As a result, Kaba has saved 55,000 Guinean francs to invest in building a chicken coup to house 2000 laying hens. He also set out to establish a federation of poultry producers, the Cooperative Society for the Production and Marketing of Poultry Products from Sankaran which has created three jobs in his company and 15 jobs for the cooperative.

"In addition to the new skills I gained throughout the support process, I am now particularly proud of the fact that I am encouraging youth against illegal immigration through the jobs I am creating in this company," said Kaba.

The initiator of these achievements is the entrepreneurship coach assigned to support entrepreneurs in the Faranah region with financial management expertise and access to finance opportunities.



---

**To participate in the INTEGRA Programme, please register at:**

**PLATEFORME NIMBA**

**To interact and stay updated, follow us on Facebook:**

**INTEGRA GUINEE**

---



International  
Trade  
Centre

Contact: Aissatou Diallo – [diallo@intracen.org](mailto:diallo@intracen.org)  
Sadiq Syed – [syed@intracen.org](mailto:syed@intracen.org)

Telephone: +41(0) 22 730 01 11  
Address: Rue de Montbrillant 54,  
1202, Geneva  
Switzerland

Postal Address: ITC, Palais des Nations, 1211  
Geneva, Switzerland

Website: [www.intracen.org](http://www.intracen.org)



[Click this link to opt-out](#)