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International
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Centre



GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #23

Small businesses in Guinea celebrate resilience on MSME Day 2021



Dedicated to laud micro, small and medium enterprises (MSMEs) for their role in growth and development in their local economies, this year's MSME day was even more poignant for small business owners in Guinea persevering through the global pandemic.

In response to COVID-19, the INTEGRA programme introduced a plan proposing innovative business solutions to increase the resilience of MSMEs and ensure business continuity. Programme participants took 27 June 2021 to revere

MSMEs and the opportunities they have pursued to expand key sectors in agriculture and services such as information communication technology.

Watch the video [here](#).

Urban logistics gains popularity with youth as a route to employment



After having trained 300 youth in the cities of Labé, Boké, Mamou, Kankan, Kindia and Conakry in urban logistics, the INTEGRA programme took the training to Siguiri and Coyah. 100 youth learned the essentials of urban transport and delivery, customer service, communication as well as health safety and security.

The towns of Siguiri and Coyah are buzzing activity with an increase in motorbike taxis for transport and delivery. As recent graduates, youth from these towns are eager to secure jobs in this expanding area. “In Siguiri, many of us are unemployed graduates, this training is an opportunity for me to start a profitable business also with the equipment I received,” said training participant, Bangaly Camara.

Cooperatives learn to use new equipment and revamp processing methods



On 26 to 27 July 2021, processors of fresh cassava from Lagni plus cooperative and the Boffa union of women fish smokers took part in a practical demonstration session to use new equipment to process these products. Members of the Lagni plus cooperative learned the key elements in cassava processing while members of the Boffa fish smokers union were taken through the stages of fish smoking.

The training aimed to strengthen processing methods, increase product value and equip cooperatives with skills grounded in best practice. The new equipment worth \$1,400,000 will soon be delivered to the cooperatives and will boost competitiveness in the respective sectors. The INTEGRA programme has trained 40 SME Groups such as these to process food using technical equipment and advance processing methods from traditional approaches.

Young entrepreneurs seek to strengthen finance approaches



30 youth attended a training held on 19 to 24 July in N'zérékoré to improve their financial education. The young entrepreneurs strengthened their skills in accounting, business formalization and implementing business plans.

Speaking after the training, participant Bogola Haba said he expects an increase in business after the financial management training. "This training is already having a strong impact on the way we run our business. Financial education is the basis for the sustainability of a company," he said.

The INTEGRA programme is working in collaboration with the Guinean Private Investment Agency (APIP) to increase the number of business working in the formal sector. At least 90% of the businesses taking part in the training were not formalised and this remains a great hindrance in successful financial management and access to finance opportunities. The training also highlighted opportunities to secure financing in the country's market.

Youth gain interest in pursuing digital careers



As the INTEGRA training in graphic and web design moves to the cities of Kindia and Labé, 60 youth enrolled to take part. This follows 90 youth attending the trainings held in N'zérékoré, Kankan and Conakry.

The training aimed to improve youth skills in graphic design and covered both theoretical and practical aspects. After the training, participants were proficient in using the following Adobe programmes: Photoshop, Illustrator and InDesign software. "I had the chance to discover an exciting and creative profession. Now I can design and produce communication materials and make a profit," says O. Diallo, a training participant from Labé.

Youth learned to use each of the programmes through a learning-by-doing approach, Salif Dioubaté a participant from Kindia describes the training as a "hidden treasure." With the professional skills he has gained in computer graphics and web design, Dioubaté aims to expand his professional activities and possibly employ a few peers.

A look at our entrepreneurs:

Meet Aboubacar Condé, an entrepreneur providing security products and services



Aboubacar Condé is determined to integrate young Guineans into the security services profession. C&K multiservice was launched when Condé noticed an opportunity to provide security services for goods and services for companies as well as individuals, the idea came after a long period of job hunting unsuccessfully.

Condé has two objectives he is seeking to achieve with his security company business, first to create long-term employment for himself and secondly to support youth in his area to find decent work. Currently, he employs six guards to work in surveillance, access control and protection services. C&K multiservices has also expanded its scope of business to offer cleaning, office maintenance services as well as the installation and maintenance of air conditioners.

After participating in several trainings offered by the INTEGRA programme, Condé has improved his approaches in financial management and says his financial projections are now more accurate.

Condé also regularly engages with a financial and entrepreneurship advisor available through INTEGRA and with this support, has successfully put together a business plan. The plan was recently reviewed by a microfinance institution and Condé's request for a loan of \$1021 (10,000,000 gnf) was approved. He plans to use this financing to buy equipment and improve staff delivery with a customer satisfaction training.

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Upcoming Activities

- 2 to 13 August - Training on sustainable agricultural entrepreneurship – permaculture
 - September - Training of trainers in marketing and branding
 - September - GRAINE training in management and increasing economic independence in Boké region
 - September - Training on sustainable agricultural entrepreneurship – permaculture in Boffa, Dubréka, Labé and Mamou towns
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To participate in the INTEGRA Programme, please register at:

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INTEGRA GUINEE



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