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International
Trade
Centre



GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #34

Boke Linkup Sparks Economic Synergy: ITC and BSTP Foster Collaboration Between Mining Companies and Local Entrepreneurs



To drive the local economy, the International Trade Centre (ITC) and Subcontracting and Partnerships Exchange (BSTP) launched the BOKE linkup, an initiative that facilitates connections between mining companies and aspiring entrepreneurs in the Boké region. The event gathered talented individuals from both sectors, and various stakeholders in the mining sector, including mining companies, technical and financial partners, banks, and insurance companies.

With a primary goal to spur economic growth within the community, the linkup provided an unparalleled opportunity for local entrepreneurs to showcase their ingenious projects and novel business concepts to established mining companies. Mining industry representatives engaged in dynamic presentations, round table discussions, and networking sessions, forging potential partnerships with local entrepreneurs.

The event not only underscored the inherent value of collaboration but also emphasized the mining companies' commitment to corporate social responsibility. Sharing their initiatives to support and empower local entrepreneurs, the companies discussed vital components such as mentoring programs, funding opportunities, and training schemes, all geared towards fostering sustainable and inclusive growth in the region.

The BOKE linkup displayed that this synergy between mining giants and ambitious local entrepreneurs holds the potential to drive transformative change and pave the way for a resilient economic landscape in the community.

Investment Forum Galvanizes Collaboration: APIP and ITC Unite to Foster Growth



On June 16, 2023, the Private Investment Promotion Agency (APIP) joined forces with the International Trade Centre (ITC) to host an Investment Forum in Conakry, Guinea. Attendees included technical and financial partners, government representatives, investors, as well as entrepreneurs, exploring the latest investment trends and openings.

Designed to be a dynamic platform for information exchange, networking, and collaboration, the investment forum's primary objective was to forge connections between entrepreneurs and financial partners. The event featured interactive sessions, led by industry veterans, delving into various topics, including financial products and services on offer.

Participants deepened their understanding of emerging trends and opportunities in the investment sector. This information will serve as a catalyst for progressive growth and development in the country.

Empowering Local Entrepreneurs: ITC Launches Entrepreneurship Training Sessions in Four Towns



In a bid to foster economic growth and empower local entrepreneurs, the International Trade Centre (ITC) has launched a series of rigorous entrepreneurship training sessions in the towns of Telimele, Dubreka, Coyah, and Forécariah. The sessions aim to equip participants with key skills to develop project ideas, formalize their businesses, and enhance their prospecting and sales expertise.

These training courses covered a range of topics, providing valuable insight and skills to the budding entrepreneurs. Course covered included:

- **Mastering Job Interviews:** Participants received expert advice and techniques to effectively prepare for job interviews. From showcasing their skills to confidently answering pivotal questions, the course empowered attendees to present themselves in a well-rounded and professional manner.
- **Unleashing Project Ideas:** Entrepreneurs explored diverse methods to identify business opportunities, rigorously assess business viability, and ultimately transform the ideas into actionable and concrete projects.
- **Formalizing Business Ventures:** Focusing on essential steps in business formalization, participants gained valuable insights into different legal structures, the involved administrative procedures, and the significant advantages of formalization.
- **Predicting Prospective Sales:** The course delved into the art of identifying target markets, crafting compelling value propositions, and mastering effective sales techniques, giving entrepreneurs the opportunity to enhance their customer acquisition strategies.

These interactive and practical learning opportunities ensured participants could actively engage, exchange ideas, seek guidance, and receive personalized advice tailored to their unique business projects.

Coalition of Digital Actors amplify efforts at Guinea's 5th Edition of Digital Week



The highly anticipated 5th edition of Digital Week or Semaine du Numérique provided a game-changing opportunity for the country's Coalition of Digital Actors (CAN). With the support of the Digital Week's organising committee and the Ministry of Post and Telecommunications, the CAN members and affiliated entrepreneurs were able to exclusively showcase products, services, and innovations in ten allocated stands for three days.

The Digital Week is a prominent event drawing industry experts, professionals, startups, and government entities. Providing a forum for Guinea's digital community to exchange and share knowledge, as well as forge strategic partnerships.

A look at our Entrepreneurs

Meet IT specialist, Balde Amadou Lamarana



Meet IT specialist Balde, whose business offers services and training including: IT and network maintenance, surveillance camera cabling, developing web and mobile applications, as well as websites for partners.

Meet livestock farmer, Pema Koivogui



Meet livestock farmer Pema, running his farming business from Wéya, Guinea.

Meet Print Shop Owner, Ibrahim Diallo



Meet Ibrahim who runs a Printing Service which offers printing a range of items including vests, t-shirts, mugs, labels and more.

Meet Poultry Farmer, Balde Safayou



Meet Balde, a farmer in the poultry industry with over 1000 laying hens and over 2000 hens overall.

Platform for Young Entrepreneurs



Over 430 young entrepreneurs involved in various entrepreneurial activities have registered on the platform.

To participate in the INTEGRA Programme, please register at:

PLATEFORME NIMBA

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INTEGRA GUINEE



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