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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #10

Economic activities disrupted by COVID-19 in Guinea



As Guinea continues to implement measures against the spread of the coronavirus, the country's economy is experiencing the effects of a nationwide lockdown. The government has placed directives to close its neighbouring borders, the country's international airport and all access to the capital city, Conakry.

Faced with a crisis MSMEs are considering abrupt mitigating measures such as putting employees on temporary leave or paying half their salaries. Apart from

the devastating effects of the illness spreading, the flow of goods and services has been severely affected by the government's containment measures leaving small businesses unable to transport their merchandise.

The unexpected changes will undoubtedly cause a decline in household incomes and losses for businesses as they adjust to the new business climate. The transport sector will also experience a decline in public buses or taxis as the citizens begin avoiding shared public spaces. Guinea reported 164 cases of coronavirus infections on April 8th, with the situation continuing to progress as authorities continue to trace cases of the virus circulating.

As a result of the measures in place, the ITC-INTEGRA programme suspended all field activities from 21 March. The programme is pursuing avenues to deliver support and training through online solutions including its online learning tool, Platform Nimba.



Platform NIMBA provides solution to training activities for the INTEGRA programme



Following the government's lockdown measures across Guinea, ITC's Platform Nimba is providing an online learning solution for programme trainees in confinement. Developed by ITC's SME Trade Academy, the online learning tool offers courses to strengthen the professional skills of young entrepreneurs and MSMEs.

Currently, the platform offers modules such as introduction to e-commerce, economic intelligence, client management in support institutions and is developing more courses for programme participants. These courses are designed to build the skills of youth in their areas of interest and prepare them to successfully join the private sector workforce.

The platform includes live webinars and virtual learning spaces supervised by experts and programme coaches. This approach ensures programme activities do not reach a grinding halt and programme beneficiaries are able to continue with their training development while being conscientious of the government imposed coronavirus lockdown.



60 youth trained in computer graphics and web design



Over two weeks, the cities of Kankan and N'zérékoré hosted an INTEGRA training course for youth in computer graphics and web design. As most of the training participants own computer service centres, they were already familiar with graphic design software such as Photoshop, Illustrator and InDesign.

The workshop gave participants the opportunity to broaden their expertise in graphic design by learning the entire suite of tools. Trainees were taken through the creation of a visual identity, the design of mock-ups and other advertising tools.

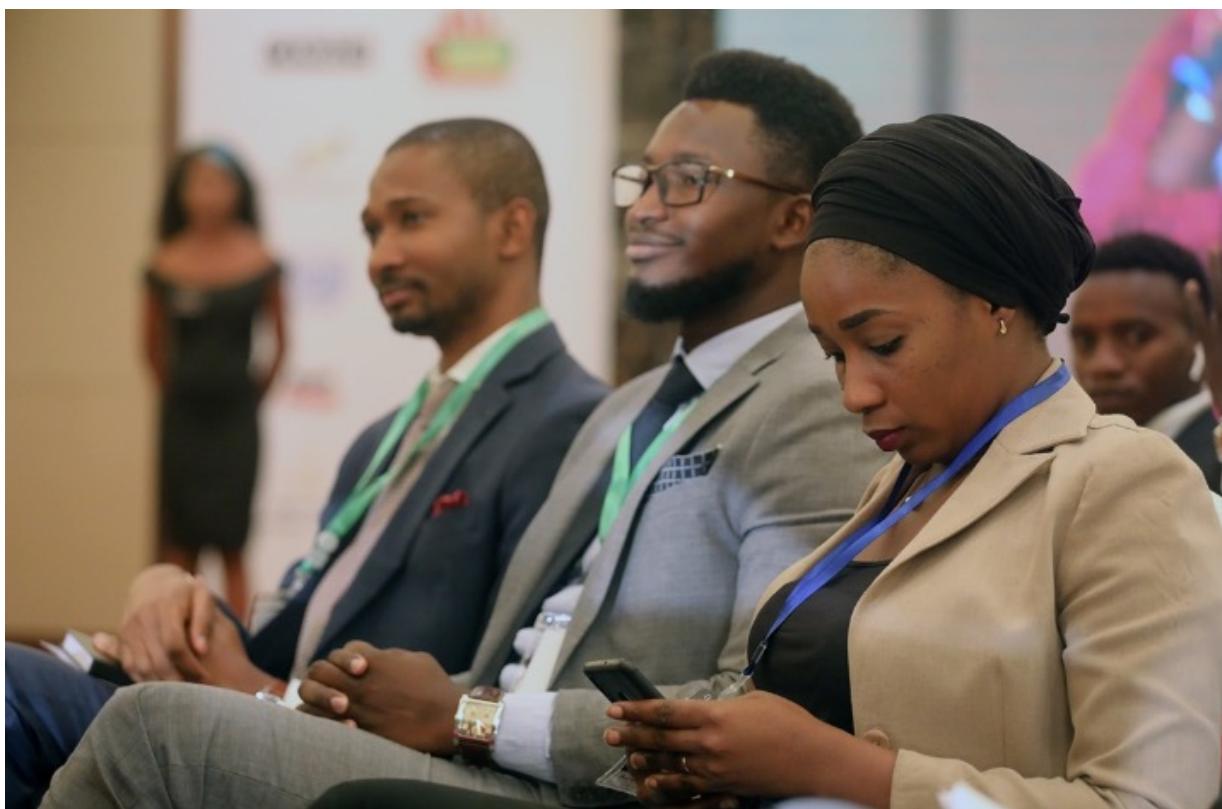
"This training has improved my professional capabilities. At the end of this training I will integrate these new skills into the learning programme at the centre I manage. Our idea is to offer a variety of courses to the youth of Kankan and

make our trainees autonomous, » said Alpha Kaba, the manager of a local computer centre in Kankan.

Jobs in the information and communication technologies sector are steadily increasing with many young entrepreneurs running computer service delivery kiosks around university campuses. The INTEGRA programme will seek to strengthen the expertise of these youth offering communication tools as a service.



Guinea holds annual entrepreneurial forum to engage youth



The second Salon des Entrepreneurs de Guinée (SADEN) took place on 11 and 12 March in Conakry. This year's theme explored "entrepreneurship as an accelerator of agri-food value chains" and brought together many of the country's thriving entrepreneurs to share and exchange ideas with youth at the forum. ITC

attended the event to interact with youth that stand to benefit from support in establishing a business.

The forum brought together 2,500 young aspiring entrepreneurs. Youth attending the forum were awarded with a range of cash investments starting at US\$3000 to US\$5000. 40 projects in agriculture and other related areas will benefit from the money grants.

ITC also took part in a panel discussion on agricultural transformation, highlighting the importance of good packaging and marketing techniques for access to markets. The INTEGRA programme continues to train young agripreneurs in these areas to broaden the skills and services of the agricultural value chain.

Last year, winners of the inaugural SADEN 2019 were also taken through training and coaching in financial management. The group also attended ITC's annual flagship event the World Export Development Forum (WEDF) in Addis Ababa, Ethiopia.



To participate in the INTEGRA Programme, please register at:

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Contact: Aissatou Diallo - diallo@intracen.org
Sadiq Syed - 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



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