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International
Trade
Centre



GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #13

Young agri-food producers learn best practice for food hygiene and packaging

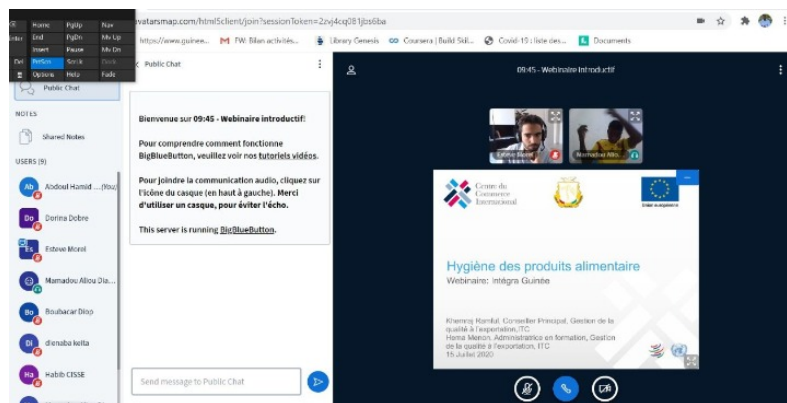


25 young agri-food producers from all over the country joined a virtual workshop to improve their approaches in implementing food hygiene practices for safety and premium packaging to enhance the quality of their products. The online

exercise took participants through the main measures and best practices for use when handling, processing, transporting and marketing agricultural products.

"Investing in training and capacity building is investing in the future. We need our entrepreneurs to understand that the presentation of the products not only provides satisfaction for the consumer but above all allows us to conquer the international market" said Mr. Sidafa Conde Deputy National Director at the Ministry of Agriculture.

At the end of the training, the young agricultural producers gained a better understanding of the characteristics and advantages of investing in agri-food packaging, as well as the criteria to use when select packaging for specific products and markets.



Increased employment opportunities for Guinea's youth as tailors



The International Finance Corporation (IFC), ITC and mining company Global Alumina Corporation (GAC) have partnered to empower young women living near mining areas to gain employment. The first joint activity has helped produce 25,000 masks with a second activity underway to develop a technical training in manufacturing safety uniforms for mining companies.

As such, a working group has been established with focal points from the three institutions to review progress and further operationalise the mask manufacturing initiative.



Young Guineans learn to develop Android mobile applications



In early July, 30 youth took part in a webinar training organised by ITC in partnership with the Guinean Agency for the Promotion of Employment as part of the INTEGRA programme.

The online workshop enabled young people to learn the development of native and dominant android mobile applications using new Kotlin language. After the two-day training, participants between 18 to 35 years old, gained an in depth understanding of android applications and their functionalities.

Guinean institutions strengthen their capabilities in standards development and promotion



Following the guidelines provided in the WTO-Technical Barriers to Trade (TBT) Agreement, the Guinean Institute of Standardization and Metrology (GISM) took part in an executive training on the development of a standard and the levels of standardisation.

The 20 executives were also trained in the procedure to adopt international standards according to the International Organisation for Standardisation (ISO) guide CEI 21-1. The virtual training also highlighted the various components in a standard, procedures to promote it as well as the importance of international standardisation.

The INTEGRA programme continues to support Guinea's progression in quality management and international standardisation to improve young entrepreneurs approaches in quality for their businesses.

Guinean entrepreneurs sharpen skills to access international markets



Over 20 young business owners and trade promotion organisation representatives developed their skills in market profiling during a five-day virtual training course. Training participants learned to use ITC's market analysis tools to identify new export markets for their products.

The virtual workshop emphasised the use of the TradeMap tool to gather data on international demand, export performance, alternative markets, as well as regulatory requirements. Participants learned how to perform a competitive analysis for their products and easily identify potential markets for product export at a lower cost.

The training sessions will continue over the next weeks and equip Guinean entrepreneurs to sell their products internationally.

Upcoming Activities

INTEGRA Webinar Courses

21-22 August – Live Coding

25-26 August – Financial Impact and Corporate Actions to Face COVID-19

27-28 August – Webinar Digital Coalition

31 August-4 September – Market Profiling

To participate in the INTEGRA Programme, please register at:

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INTEGRA GUINEE



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