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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #14

Key players from Guinea's digital sector unite around national coalition



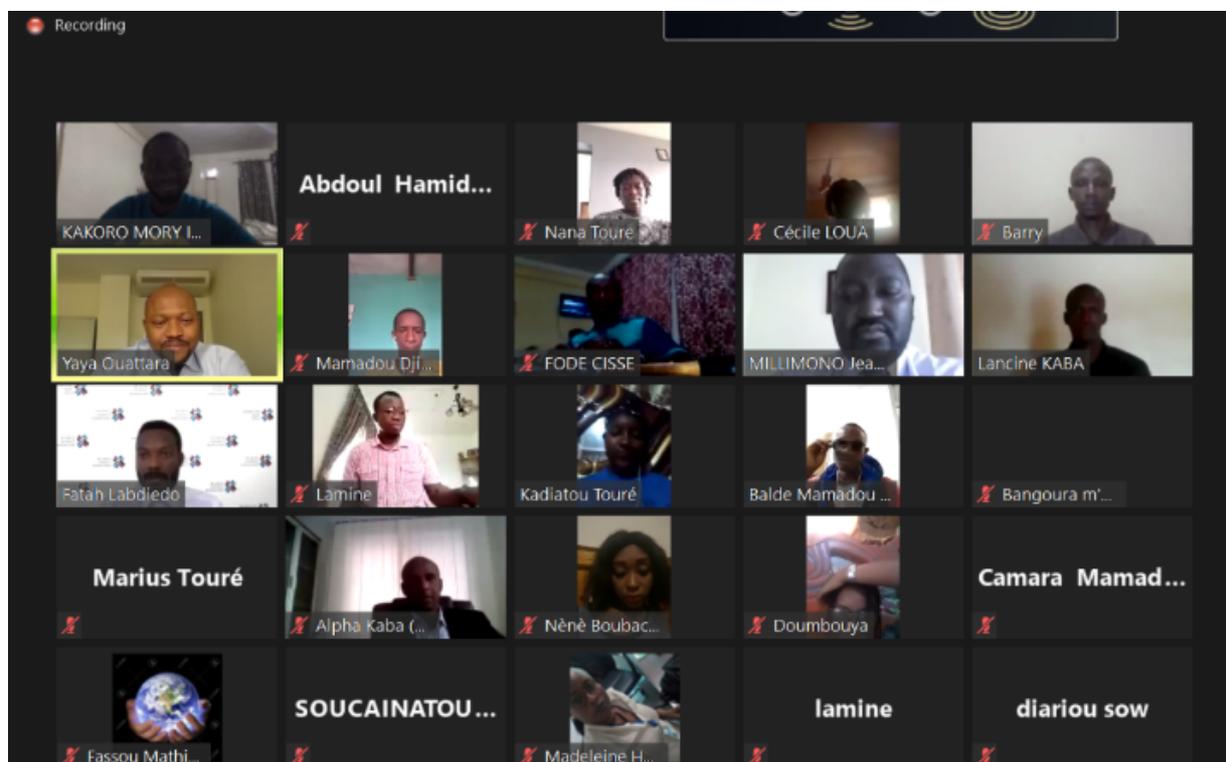
The Guinean Digital Coalition project aims to merge representatives from the country's digital ecosystem to form a common goal. The coalition seeks to strengthen digital skills, support the employability of young people and encourage entrepreneurship; all while promoting a feasible environment to develop business opportunities.

A virtual workshop was held on 27 and 28 August to present the established Digital Coalition project. As part of the coalition, participants chose its graphic identity and engaged in thematic working groups.

The coalition will work towards the digital transformation of the Guinea's economy. It represents an opportunity to reinvigorate many key sectors through the use of digital systems and will lead to job opportunities for the country's youth.



SMEs learn tips to access finance during COVID-19



50 SMEs made up of young entrepreneurs, cooperatives and 15 Entrepreneurship and Finance Advisers (EFCs) participated in an online training to increase their capabilities in accessing finance.

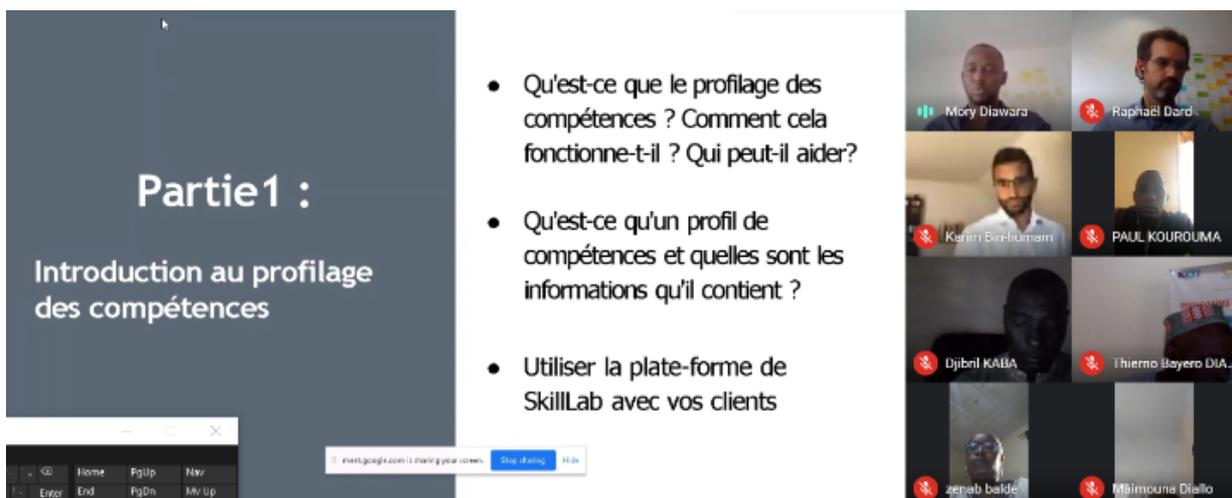
The two day training focused on the financial impact of COVID-19 on SMEs and the adjustments made by companies to deal with the pandemic. The training took SMEs through all the pandemic related changes that have placed business in a precarious position.

Entrepreneurs also learned procedure to implement immediately and address the financial and non-financial consequences of the pandemic in business activities. In addition, they were informed of all COVID-related financing opportunities available at the national and international level.

At the end of the training, entrepreneurs were also encouraged to approach government and development partners for funding solutions to deal with the consequences of the pandemic.



Guinean Employment Promotion Agency (AGUIPE) learn to use skill measurement tool for job seekers

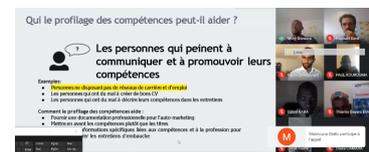


Employment promotion agency AGUIPE had 20 executives participate in a training on the Skill Lab assessment tool. The tool introduced the executives to guiding job seekers through career opportunities based on their competencies.

"Today, we welcome ITC's working approach with the national counterparts. Beyond reaching the beneficiaries, strengthening the capacities of public institutions is valuable because we must be able to take over the activities after the INTEGRA programme," said Sekouba Mara, Director General of AGUIPE at the start of the training.

Through the training, AGUIPE managers gained familiarity in using the tool through practical exercises and reinforced their approaches in measuring the skills of job seekers.

The executives were also taken through using the tool for the informal sector and thereafter took part in a survey on their perception of the tool and its use in their daily work.



Migrant Mamadou Barry returns to realise his industrial dreams in Guinea



Following his repatriation to Guinea, Mamadou Oury Barry managed to integrate into the buzzing entrepreneurial field. He began by taking part in a training on equity financing, followed by other capacity building activities. The young entrepreneur viewed the learning process as essential in achieving his business objectives and as a self-investment.

As the CEO of EGUICOLOG Sarl, an agricultural company specialised in agricultural irrigation, the technical support of farmers and chilli pepper production in Guinea; Barry is determined to elevate the standards of his business products.

The young entrepreneur aims to establish local processing units for freshly harvested agricultural produce, improve the value of local agricultural products and generate employment opportunities for youth. Through the INTEGRA

programme, Barry is working closely with an entrepreneurship coach to define his business strategy and financial projections.

In the next three years, Barry intends to be the main producer of chilli pepper puree and powder in Guinea by transforming the production methods of his business as well as improving his marketing techniques.



Upcoming Activities

19 to 26 September – Distribution of Sanitary kits in Labe and Boke

21st September – Professional Development Training

23 to 27 September – MSME Business Plan Training

28 September to 20 October – USSD Training

To participate in the INTEGRA Programme, please register at:

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