

If this message doesn't display correctly, [click here](#)



International
Trade
Centre



GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #16

ITC discusses urban logistics with 50 young Guineans



integra
PROGRAMME D'APPUI A L'ENTREPRENEURIE
DE LA COMMUNAUTE DES ETATS DU GOLFE



Ce projet est financé
par l'union européenne



Centre du
Commerce
International

50 youth attended a virtual training on urban logistics organised by the INTEGRA programme. The workshop sought to provide the young beneficiaries with a core understanding of good practices in urban logistics placing a focus on transport, delivery, customer service, security and communication.

Young project leaders and small business owners involved in delivery logistic services also improved their understanding of "last mile delivery" services, which

provides Guinean youth a tangible trajectory to securing employment. Last mile delivery is the final stage of goods movement from the business to its consumer, with the aim being to deliver the product as soon as possible and incur minimal cost.

At the end of the training, a round table was organised to discuss the various components of the deliveries ecosystem and the efforts needed to promote this growing sector in the country. It brought together the key players in the country involved in supply chain logistics, including the Guinean Post Office, DHL, public authorities, ARAMEX, Air Ivoire as well as other logistics startups.

The session provided an opportunity for knowledge sharing with a focus on providing progressive solutions and promoting job creation in this sector. The possibility of setting up an urban logistics network in Guinea was also raised by participants.

Youth improve job application techniques as part of career development training



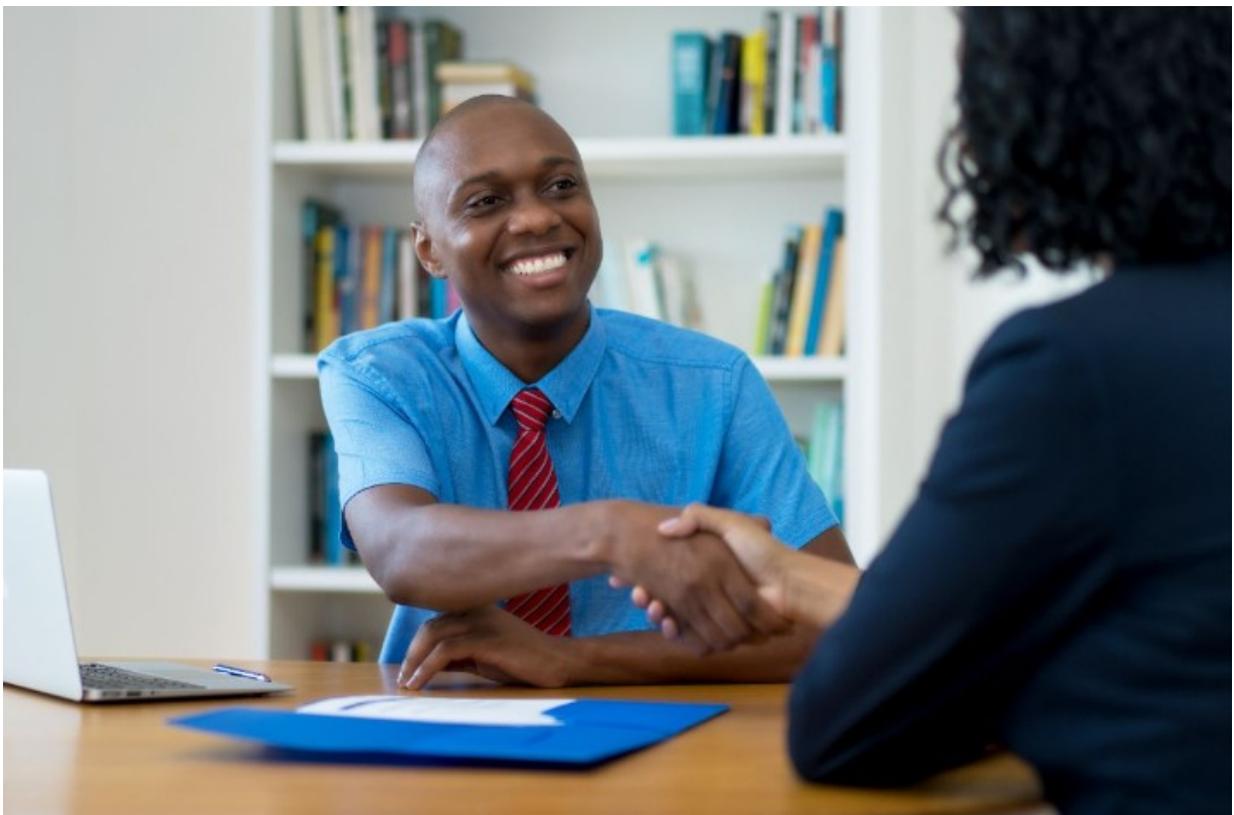
ITC took 25 young graduates through a virtual training course on developing one's professional profile, including a few tips to find work. The training sought to

provide the recent graduates with the essential skills to identify, apply for and obtain a job in a company, as well as adapt to a professional environment.

During the virtual course, young job seekers learned techniques such as how to carry out successful job searches, ways to interest employers and convince them you are a skilled worker, as well as professional attitudes to adopt for good suitability in the working world.

At the end of the webinar, the participants improved their professional profiles to suit the needs of the organisations they were targeting. The young graduates also learned to better identify employers expectations and were given tips to effectively respond to interviewers as they continue with their professional job hunt.

Entrepreneurship and financial advisors upskill on access to finance tactics



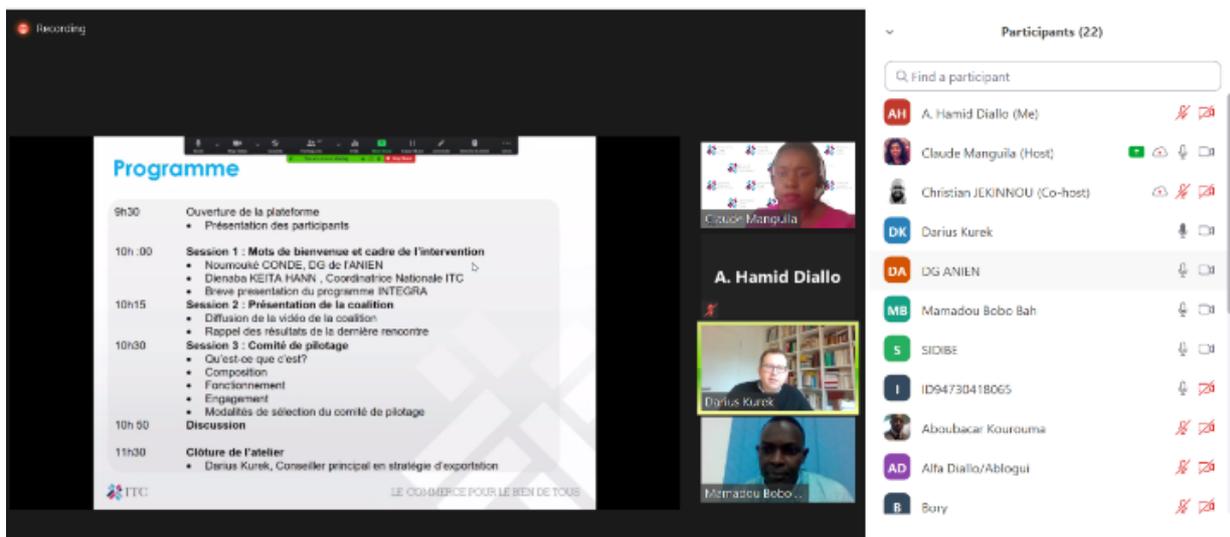
The entrepreneurship and finance advisors took part in an intensive training to improve their techniques in training and coaching small businesses and startups on access to finance. The workshop provided the coaches with additional skills

to better support enterprises and SMEs in becoming more competitive to access sources of finance.

The advisors were taken through points on business creation, formalisation and especially business management in Guinea. The trainees also went over the capacity building needs of young entrepreneurs looking into techniques and processes needed for future face-to-face trainings.

The trainers also expanded their techniques to improve support for SMEs, cooperatives and other informal groups overwhelmed by the difficulties encountered in setting up and managing their businesses.

Guinean digital sector gathers to form National Coalition



The screenshot displays a virtual meeting interface. On the left, a presentation slide titled "Programme" lists the following agenda items:

- 9h30 Ouverture de la plateforme
 - Présentation des participants
- 10h :00 Session 1 : Mots de bienvenue et cadre de l'intervention
 - Noumoué CONDE, DG de l'ANIE
 - Dianaba HEITA HANN, Coordinatrice Nationale ITC
 - Breve presentation du programme INTEGRA
- 10h15 Session 2 : Présentation de la coalition
 - Diffusion de la vidéo de la coalition
 - Rappel des résultats de la dernière rencontre
- 10h30 Session 3 : Comité de pilotage
 - Qu'est-ce que c'est?
 - Composition
 - Fonctionnement
 - Engagement
 - Modalités de sélection du comité de pilotage
- 10h 50 Discussion
- 11h30 Clôture de l'atelier
 - Darius Kurek, Conseiller principal en stratégie d'exportation

On the right, a list of 22 participants is shown, including A. Hamid Diallo (Me), Claude Manguila (Host), Christian JEKINNOU (Co-host), Darius Kurek, DG ANIEN, Mamadou Bobo Bah, SIDIBE, ID94730418065, Aboubacar Kourouma, Alfa Diallo/Ablogui, and Bory.

ITC held a virtual workshop meeting with key industry representatives from the digital ecosystem in Guinea. The meeting took representatives through the Coalition's steering committee charter and thereafter began discussions on the committee's constitution.

The representatives were taken through the Coalition's expected activities as well as its proposed areas of intervention. As guarantors of the Coalition, the representatives will also approve the secretariats management proposals.

The meeting provided a forum to engage in the thematic working groups and validate the Coalition's operational agenda.

A look at our entrepreneurs:

Meet Mariam Cissé, an agri-preneur set to expand her business





Mariam Cissé is an agri-preneur that has made tangible impact in Guinea through the cooperative and processing unit she runs.

Cissé took full advantage of the financial management advisor she was assigned by the INTEGRA programme to identify her company's deficits and areas for financial assistance. They also worked to improve the design and implementation of her financial strategy to successfully emerge from the COVID-19 crisis. She also utilised expertise gained from the financial education and access to finance coaching offered by the programme earlier in the year.

Together, Cissé and her financial advisor have worked hard to get her cooperative of 20,000 people to the next level and their dedicated perseverance has paid off. "I am very happy, today we have received funding of 210 million Guinean Francs (\$21,255) which will enable us to get out of this crisis. Throughout the whole process, I felt supported and listened to by the INTEGRA team and they continue to be supportive," said Cissé.

The Financial Management Consultants (FMCs) work to improve the credit profile of young entrepreneurs while providing expert advice on preparing business plans, identifying sources of finance and the basics of financial education.



To participate in the INTEGRA Programme, please register at:

PLATEFORME NIMBA

To interact and stay updated, follow us on Facebook:

INTEGRA GUINEE



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



[Click this link to opt-out](#)