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GOUVERNEMENT DE GUINEE

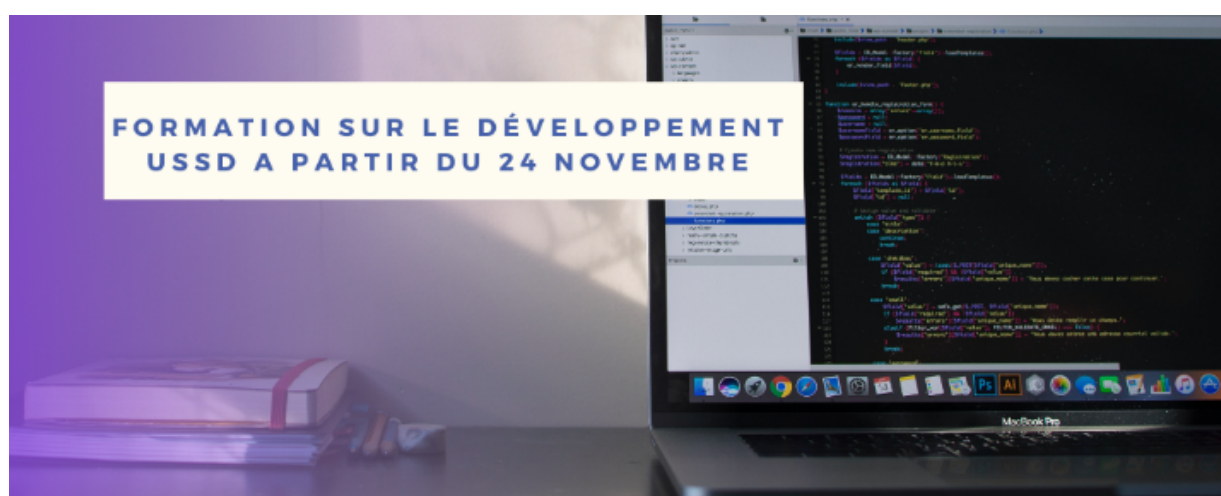


EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #17

50 young developers learn to build USSD applications



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PROGRAMME D'APPUI À L'INNOVATION
DIGITALE EN GUINEE



The INTEGRA programme in collaboration with the National Agency for Innovation and Digital Economy (ANIEN) has launched a virtual training course for 50 young Guinean developers to broaden their skills in developing USSD applications. The 3-week training focused on skills development in information and communication technologies as a path to employment for youth across the country.

After the workshop and some collaborative group-work, the young developers designed applications suitable for use in various sectors including agriculture, education, health and services. “During our group work, we begun prototyping an innovative application for distributors of vegetable products to buy products from farmers directly through mobile payment and USSD codes. From now on, our aim is to put the mobile in service of Guinea's agriculture,” said Hassane Sylla, a young developer taking part in the training.

Following this introductory training, the participants will be further shortlisted to participate in a secondary advanced course at the ANIEN and thereafter gain employment in this field of work. Through this initiative, the INTEGRA programme aims to provide concrete digital solutions for Guinea, a country challenged by low internet bandwidth and limited smartphone use.



Bouramalé Cooperative targets international markets



In its efforts to support the “Made in Guinea” brand, the INTEGRA programme is working with 16 SMEs from the Bouramalé Cooperative to improve their

packaging and marketing of products and strengthen their opportunities to access international markets.

In partnership with the Ministry of Private and Public Investment, the small businesses will master skills to attract new buyers, expand their product visibility and develop brand awareness for Guinean products as well as its entrepreneurs. "Today, thanks to INTEGRA we have been able to create a website, logo and labelling which has improved our product packaging and presentation. It is truly invaluable and continual support we receive," said Kaba Konaté, manager of the Bouramalé cooperative.

In addition, the SMEs will also receive further preparation in quality standards, organisational skills and competitive branding to participate in the [Dubai Expo](#) set for next year. The event will bring over 192 countries together to secure business opportunities at the first world expo held in the region.

INTEGRA launches second phase of GRAINE workshops



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PROGRAMME DE SOUTIEN À L'ENTREPRENEURIE
DANS LES ZONES RURALES DE GUINÉE

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124 aspiring agripreneurs attended the Agricultural Management and Strengthening for Economic Independence (GRAINE) workshops launched in Guinea's Faranah region. The participants will develop their skills in farming and farm management through vocational training.

The training will once again target youth in rural areas by developing their

technical skills in agriculture with a curriculum covering; Personal and Entrepreneurial Development, Drying Techniques for Agri-food products, Product Quality, Packaging of Agri-food products as well as Access to Finance. At the training's conclusion, participants will learn to make and use a semi-industrial solar dryer as well as process fruit.

The training is set to run until January 2021, covering the entire Faranah region which includes Kissidougou, Dinguiraye and Dabola townships.

University of Labé set to receive TechHub



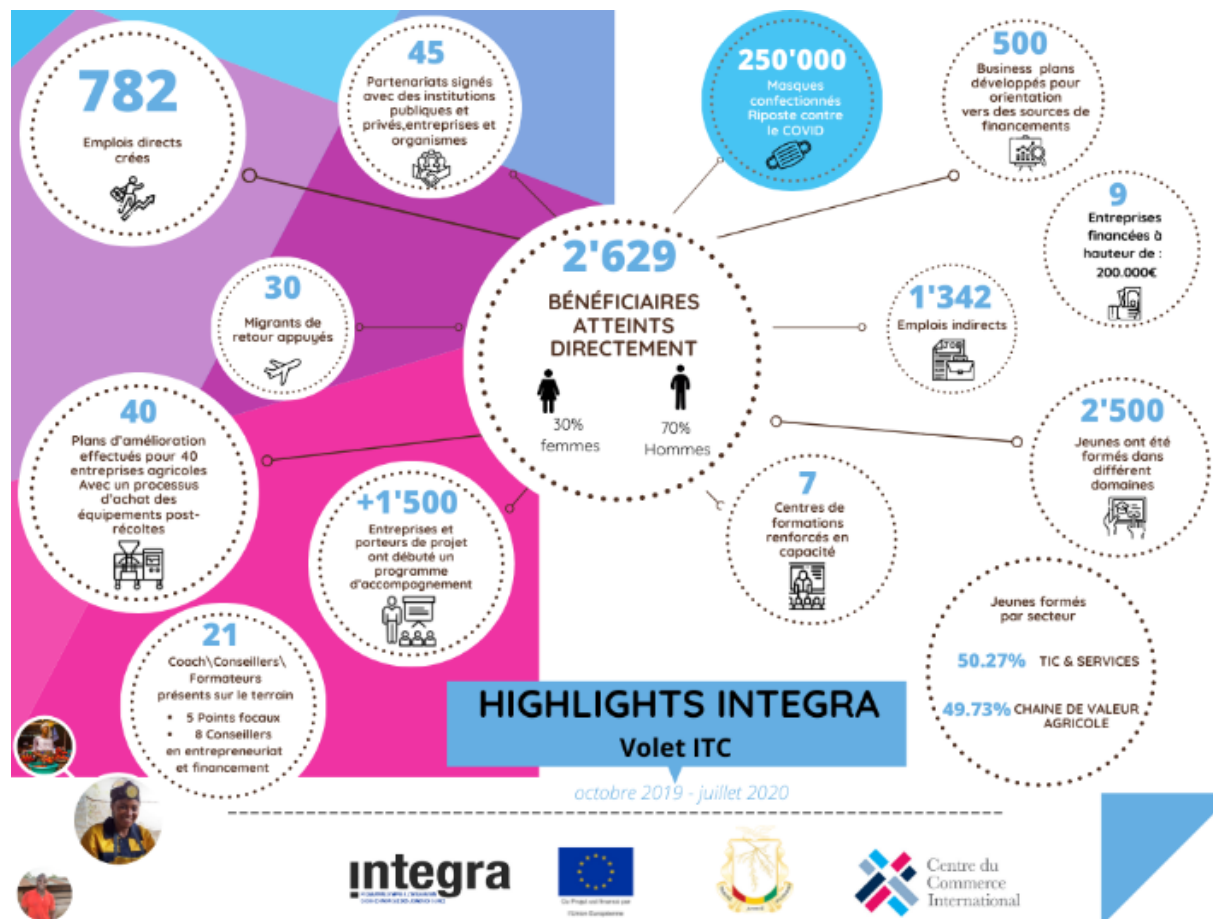
ITC, UNDP and telecommunications company Orange Guinea have joined efforts to set up a TechHub at the University of Labé. The TechHub is will operate as a hybrid multipurpose building designed to promote entrepreneurship, creativity and economic development through digital innovation and research.

The INTEGRA programme and its partners held a technical workshop to discuss the university project. Partners outlined the project's vision, the building's architecture, the need to develop a global action plan as well as the expected role of each project partner. Exchanges from the workshop also helped identify prospective future partners, expected activities and unique selling points of the TechHub.

This initiative supports the University of Labé's aim to be a centre of excellence

for technological innovation in Guinea.

Here's a look at our programme highlights in 2020:



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