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# INTEGRA NEWS FLASH

## Issue #2

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### INTEGRA Business Advisors improve opportunities for small business to access finance



In the coming year, the INTEGRA-ITC programme aims to reach 600 small businesses and improve their opportunities to access finance through a group of ITC business advisors.

Following an intensive ITC training, the advisors were able to utilise the skills gained and provide an initial group of small businesses with information on securing financing for their businesses during a [Boot Camp](#) in Kindia.

The 20 advisors have been deployed throughout the country to support MSMEs, young entrepreneurs and cooperatives to develop bankable business plans and improve existing business structural mechanisms. ([Also see Boot Camp](#))

### Cooperatives gain information to increase their possibilities to access finance



ITC advisor Mr. Bakary Kanté carried out a financial diagnosis of six cooperatives working with locally based NGO AGUISSA. Prior to carrying out the financial assessment across the State of Kankan, Mr. Kanté also met with the state Governor Mr. Mohamed Ghare and received a strong admission of support from the government representative ahead of ITC's prospective activities in Kankan. Palm oil and parboiled rice cooperatives and agricultural groups will receive individual support in financial management as well as guidance on improving business plans for accessible financing.

### Industrialising palm oil production in Guinea



In Guinea, palm oil is locally referred to as “red oil” and is mainly grown in the country’s forest region. The production of palm oil is chiefly carried out by women using artisanal methods and lacks an industrialised approach in product processing. ITC business advisor Mr. Souleymane Magoussouba met with representatives from TELIBA Group, local producers and vendors of palm oil in Lola. The company will benefit from ITC’s financial management consultation to improve its potential in securing funds and better industrialise their product processing methods. Advisors like Mr. Magoussouba will consult with a range of companies like TELIBA group and broaden their support to cover additional cities such as Kissidougou.

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## Small delivery businesses to benefit from urban logistics training



ÂLLO 224 is a delivery business based in Conakry specialised in the delivery of small parcels and orders placed with restaurants in the city.

The small business was set up earlier in the year with an ambitious target to significantly increase its clientele by year's end, explained business owner Mr. Ibrahima Diallo. ITC's upcoming urban logistics training will equip delivery businesses with an introduction to new technologies in providing express transport and amalgamating additional services.

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## **BANKI provides youth with a stepping-stone towards entrepreneurship**



Car rental service provider BANKI will empower its young franchisees to become independent entrepreneurs by giving them the opportunity to purchase the vehicles they lease from the company.

BANKI currently operates by leasing vehicles to franchisees to run taxi services and thereafter splitting the profits made by the drivers. Introducing this new option of car ownership for drivers, giving young entrepreneurs the opportunity to become independent and run their business self-sufficiently.

As primary beneficiaries of the INTEGRA project, returning migrants stand to benefit from this prospective entrepreneurial opportunity. ITC met with representatives from BANKI on 16 September to identify possible areas of collaboration and increased technical assistance for youth interested in pursuing this offer employment and prospective entrepreneurship opportunity.

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## **Mining company backs INTEGRA Incubator in Boffa**

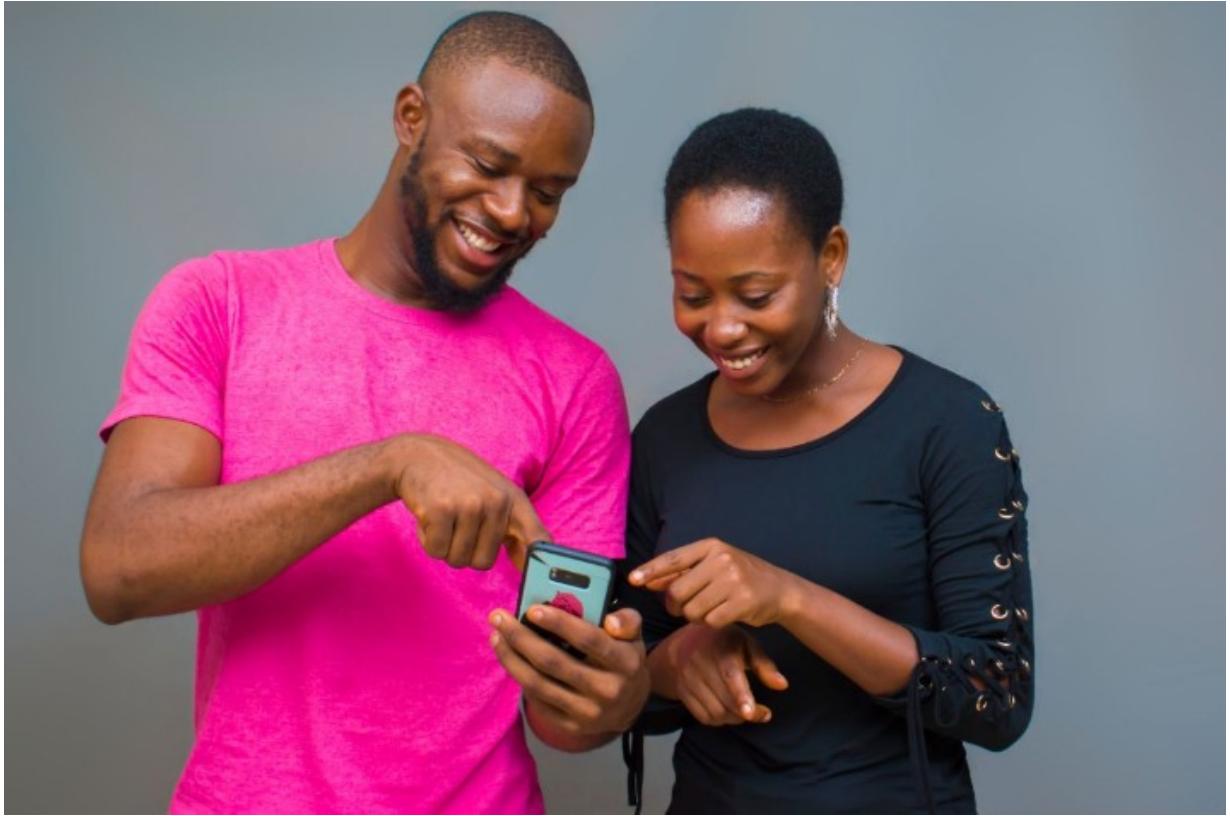


Independent mining company Alufer Mining Limited shared its support for the development of an incubator in Guinea. With the company's principal mining sites located in Boffa its managing director lauded ITC's efforts to engage the region's youth.

The incubator will develop local content and equip young entrepreneurs to provide products and services to suit the needs of the mining industry in the region and local communities. Representatives of the ITC INTEGRA project met with counterparts from Alufer on 19th September to discuss the modalities of Alufer participating as a member of the INTEGRA incubator advisory board.

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## **Innovative mobile app to boost youth employment**



A locally developed mobile app dubbed “MYCASH” is stirring a buzz in Guinea. The mobile money app is developed by Satina, a local technological firm and gives users the opportunity to execute payments via SMS as well as money transfers.

ITC met with the founders of the technological firm Satina to discuss possible areas of collaboration by supporting the company’s current expansion efforts in new sales areas and securing employment opportunities for trained INTEGRA youth.

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  - ITC trains youth in urban logistic to improve their delivery timelines
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  - Improving opportunities in Guinea's ICT sector
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