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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

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80 youth in Mamou and Faranah qualify for urban logistics deliveries



During the Covid-19 period, urban logistics has continued to provide Guinean entrepreneurs with a new avenue to generate revenue for their businesses. A workshop engaging motorcycle couriers, entrepreneurs and job seekers was

held on 15 to 28 March 2021. The training took 80 participants through good transport, customer service, delivery and security practices.

Workshop attendees also learned the principles of boosting their visibility online by using digital channels. “This training was very beneficial. I realised, there is no company that does delivery in Faranah and so I plan to launch my own after the training. I am going to position myself in the delivery of fruit and vegetables,” said Mariame Diallo following the workshop.

For the young entrepreneurs to have a kick-start at setting up their business, each participant that signed up with a cooperative or showed commitment in starting a delivery business received delivery equipment which included isothermal bags.



Food production union receives over \$11,000 in funding



Based in Boké, the Malapouya Union specialises in the production of rice, groundnuts, cassava, maize and small peppers. After working closely with an assigned INTEGRA entrepreneurial and financial advisor for two years, the group of four cooperatives has secured funding of 116,000,000 Guinean francs (\$11,595) to support the expansion of its operational activities.

The farmers union has successfully strengthened its business framework and developed a bankable business plan. Members are now familiar with good business management, fund raising and financial practices. "We are going to use this money to buy equipment, train women and young people in rice parboiling, develop new lowlands and as such strengthen our working capital," said Mandé Soufiana, president of the Malapouya union.

With this funding from the Local Economic Development Fund (FODEL), the Malapouya Union will set out to improve its operational activities. The Local Economic Development Fund (FODEL) is an initiative of the Guinean government to promote the development of local communities hosting mining sites and neighbouring communities.

Programme focal points and advisors learn to support MSMEs in using health and safety practices



For small businesses in Guinea to improve their health and safety approaches, 11 representatives attended an occupational health and safety training on 17 to 18 March 2021.

The training will provide these programme representatives with the skills to support 40 MSMEs with identified technical improvements in health and safety measures. These measures are identified following a comprehensive study done earlier in the project.

The entrepreneurship and financial advisors will outline the main principles and provide a basic framework for health and safety for small businesses to implement. Business owners will understand the occupational risk factors, methods to implement a prevention plan as well as the expected regulatory framework for health and safety in workplaces.

ITC mobilizes Guinean entrepreneurs by establishing a network



The INTEGRA programme has introduced a National Network of Guinean Entrepreneurs (RNEG) to create an association for entrepreneurs to interact and find solutions to obstacles faced by small businesses. The national network encourages entrepreneurs to share experiences, be open and share skills to improve business practices. It also facilitates access to business opportunities for the Guinean diaspora.

To execute its tasks, the RNEG will seek out synergies within its network to further promote the network and entrepreneurship as a viable source of income for individuals. The network will also engage with stakeholders that shape the country's entrepreneurial system.

150 youth in Kankan learn agricultural management



After training 274 youth from the N'zérékoré and Faranah regions in agricultural value chains, the next GRAINE workshop took place on 22 February to 26 March 2021 in Kankan. This workshop trained 150 youth on agri-food processing, drying techniques, product quality and packaging of these products.

The workshop provided youth in the rural areas with an understanding of the agricultural sector, its management and development areas. Participants gained skills in entrepreneurship, received guidance on accessing finance as well as hands-on experience by building a semi-industrial solar dryer to process and dry food products.



A look at our entrepreneurs:

Meet Mariama Ciré Camara, an agri-preneur determined to revive her farming business



Growing up, Mariama Camara used to work with her mother on a farm and in the first year while pursuing her studies in community development she launched a business in vegetable farming. Along the Fouta Djallon, Camara grows potatoes, aubergine and chili in the town of Mamou. Through her farming business, she is able to pay for her education, support her family and employ youth in her community.

Her interest in pursuing community development studies was initially inspired by her activism in 2016, when she set up an association for young women leaders in Guinea to protect women and girls from violence. Over time, she realised community service also needs financial support and in 2019, she enrolled in a training on entrepreneurship and project financing offered by the INTEGRA programme. As a result of Covid-19, Camara's business activities like most farmers in the potato sector were greatly affected.

After the training, Camara developed a bankable business plan and gained skills to better manage finances as well as set-up a project with a good financial framework. Most recently, she successfully secured funding worth 41,000,000 Guinean francs (\$4098) from the Guinean Integrated Agricultural Development Project (PDAIG), which is financed by the World Bank. With this additional

financing, Camara will finance the farming of potatoes on a hectare of land and maintain her four employees.



Meet Maninka Oulare, Faranah's up-and-coming bread courier



After taking part in a training on running a delivery business through urban logistics, Maninka Oulare has taken his town by storm. Making bread stick

deliveries to over 30 shops, he has assembled a fleet of motorbike couriers. Oulare's clients expect their bread deliveries from as early as 5am and he remains determined to ensure the business meets its delivery obligations.

Having initially pursued a vocational training in boiler making, Oulare pursued an unlikely path in the delivery business and employed youth to join the delivery service and further expand his business reach. His entrepreneurial efforts have also contributed towards his personal financial growth and independence.

Two year's after he set up the business, Oulare has successfully built a house which he rents for additional financial income. He credits the urban logistics training held recently on 15 to 22 March with providing pertinent information on 'last mile logistics' as well as vital delivery equipment.

With this new equipment and knowledge on urban logistics, Oulare hopes to extend his business activities to include meal deliveries for restaurants across the city.

Upcoming Activities

- 19-23 April 2021 (Tougué): Agricultural Management and Strengthening for Economic Independence (GRAINE) training; Tomato processing
- 22-23 April 2021 (Nzérékoré and Kankan): Workshop training on business creation and formalisation by focal points
- 26-27 April 2021 (Conakry): Access to finance for MSMEs and young entrepreneurs training
- 26-27 April 2021 (Conakry and Kindia): Workshop training on business creation and formalisation by focal points
- 26-30 April 2021 (Koubia): Training on Agricultural Management and Strengthening for Economic Independence (GRAINE); Tomato processing
- 26-30 April 2021 (Conakry): Urban logistics as a means of employment in Guinea: Training and coaching of 40 beneficiaries in the city of Conakry
- 29-30 April 2021 (Labé and Boffa): Workshop training on business creation and formalisation by focal points
- 29-30 April 2021 (Boké): Access to finance for MSMEs and young entrepreneurs training

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