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International  
Trade  
Centre



GOUVERNEMENT DE GUINEE



EUROPEAN UNION

## INTEGRA NEWS FLASH

Issue #24

### Youth trainees win the "Young Entrepreneur Competition"



After taking part in the INTEGRA PITCH training for young entrepreneurs, two youth participants took part in the Young Entrepreneur Competition to raise funds for their business. The young entrepreneurs Cojdagui and Toulor made it to the

finals in the pitching competition and successfully secured over \$10,000 dollars in funding for their businesses.

Starting from a total of 26 proposals submitted by young entrepreneurs from across the country, eight made it to the final round. Each of the eight finalists will implement their proposed project in one of the eight regions (of the country's five municipalities) and received financial support of \$5000 dollars each.

This the 2nd edition of the pitching competition, which is organised by “Vision Large” to support young Guineans in implementing their business proposals by participating in a televised pitching competition. Through the INTEGRA programme, ITC also provided technical and financial support for the first edition.

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## Youth develop skills in digital marketing



Based in the bustling of Conakry, 50 youth attended a training on digital marketing held from 25 to 29 October. The aspiring young entrepreneurs and job seekers learned how to establish a digital visibility, generate traffic and monitor

the online reputation of a small business or cooperative on all social media platforms.

"My young business has always struggled to get good visibility online using our communication actions. Thanks to this training, I now have the necessary tools to do this, which is a chance for us," said Mamadou Barry, the owner of a company that distributes agricultural products.

At the end of the training, participants learned to develop a digital marketing strategy and gained an understanding of the tools to implement the strategy.

Developing Guinea's digital sector remains a priority and is key to advancing the country's youth in securing employment or equipping them to run their own business. The INTEGRA programme will continue to hold these training series on digital platforms for young entrepreneurs and small business owners across the country.

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## Pitch training for young entrepreneurs



15 young entrepreneurs attended a coaching session on pitching for business funding and growth. The young entrepreneurs learned to develop a convincing argument and captivate the audience with a persuasive position that reflects the

view of their prospective buyer. Small business owners understood how to use pitching best practices for a well-rounded presentation and thereby, convince potential investors.

This pitching initiative for small businesses is part of a \$500,000 grant fund for MSMEs and young entrepreneurs. Young Guinean entrepreneurs received training, supervision and monitoring from the INTEGRA programme to boost their business activities.



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**INTEGRA provides equipment to cooperatives and networks entrepreneurs**



As the INTEGRA programme proceeds with its workshops to strengthen agricultural management for economic independence (GRAINE) in Boké, the programme has also donated various sets of equipment to cooperatives in the region in support of their agricultural processing activities. To assess the progress of equipment deliveries in the Bokè region, five meetings were held in the districts of Boffa, Boke, Fria, Gaoual and Koundara. During these meetings, youth were engaged on the opportunities for entrepreneurship and income through agricultural pursuits in the lush region.

In addition, platforms were established to create a network of project holders and entrepreneurs. The platforms aim to provide a network for entrepreneurs and project leaders, promote the marketing of agricultural products and rural entrepreneurship through training as well as introduce job creation opportunities for youth.

The platforms established with support and input from the region's business leaders include:

- Network of Agricultural Entrepreneurs of Koundara (REAK)
- Network of Entrepreneurs in Gaoual (REG)
- Platform of Young Entrepreneurs in Boké (PJEB)
- Platform of Waliyetebé in Boffa (PWB)
- Network of Entrepreneurs in Fria (REF)

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## A look at our entrepreneurs:

### Meet Mariama Sylla, banding women in her business together



Mariama Sylla smokes fish in Teminetaye and with a group of 53 other fish smokers formed the Layala group. With support on entrepreneurship and from a financing coach, the Layala group is working to form a business plan, keep

accounts and build their business management skills. Through the steady support from the INTEGRA programme, Sylla and the Layala group successfully secured preliminary financing of over \$500 dollars from an angel investor.

The Layala group also received post-harvest agri-food equipment to improve the quality of their smoked fish and increase business competitiveness. "We have received equipment to facilitate our daily work and productivity. INTEGRA's support has been useful to us on all levels," said Sylla, Layala group president. The Layala group along with 39 other agri-food cooperatives/groups continue to benefit from ITC's support to improve their processing standards as well as their product retail potential. Overall, these cooperative groups are committed to creating 900 youth jobs by the programme's end.

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## Nearing the year's end and preparing for the next



The INTEGRA programme continues to support the growth of Guinean small business owners by improving business competitiveness and boosting their opportunities to trade internationally.

Programme support spans across various technical areas including Food Hygiene and Safety, Product Packaging, Quality Standards, Access to Finance, ICT as well as Cooperative Support and Business Intelligence. As one year ends and another begins, the programme remains committed to equipping Guinea's youth with skills, technical expertise to secure jobs as well as give migrant returnees an opportunity to earn a living in the country.

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## Upcoming Activities

- Sustainable agricultural entrepreneurship (permaculture) training
  - Community management training
  - Agricultural management and strengthening for economic independence  
GRAINE training in Boké
  - Information and networking \$500,000 grant fund for MSMEs and young entrepreneurs as the coalition of digital representatives in Guinea
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To participate in the INTEGRA Programme, please register at:

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