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International  
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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

## INTEGRA NEWS FLASH

Issue #25

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### Representatives of the Guinean Digital Coalition gather for a roundtable discussion



A roundtable discussion brought representatives from the digital sector to address the needs and challenges being faced by small businesses in the country. International experts and local entrepreneurs discussed cybersecurity, the role of data in technological development and upskilling Guineans through training to pursue digital jobs.

Mamady KEITA, an executive from the Guinean Ministry of Telecommunications confirms at least 16,000 small businesses in the country pay their taxes through an online platform. This is advancing the country's efforts in digital conversion. However, some small businesses are experiencing difficulties in adapting their

business to the digitalisation process most are working towards adapting to the new digitised business processes.

"If e-commerce is struggling to grow in Guinea, it is because the user experience of the tools offered does not take into account local realities," said Elhadj BAH, manager of Suites, a digital marketing company.

The Coalition of Digital Actors (CAN) is a national platform assembling key stakeholders of the Guinean digital ecosystem. The coalition aims to improve and strengthen the ICT sector, raise awareness of business and sustainable employment opportunities for young graduates and entrepreneurs.

Here is a [video](#) from the digital transformation webinar.

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## **Small businesses learn market screening**



Identifying export markets is a major challenge for Guinea's small business owners. To equip entrepreneurs, the INTEGRA programme held a workshop series on market screening to identify export markets and potential buyers. Entrepreneurs from Kankan, N'zérékoré, Labé and Kindia learned to use ITC's analytical tools to search for new export markets and identify areas for business improvement.

Entrepreneurs with products in the cocoa, maize flour, plantain, fonio, parboiled rice, mango, ginger and cashew nuts, learned to:

- define their target market
  - identify shortage of demand in the market,
  - analyse consumer volume/capacity and the export competitive value
  - understand the business environment
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## Tailors improve sewing techniques and business management skills



As part of a joint initiative between mining company Global Alumina Corporation (GAC), the International Finance Corporation (IFC) and ITC, 31 youth from a cooperative in Belly Kindy attended a training to improve their skills. The members of the COBEC cooperative for tailors in Sangarédi enhanced business management capabilities and standard approaches in sewing.

As a young seamstress, Mariama Kanté found it insightful to learn of the seven industrial areas for tailors and approaches to strengthen business management. "The training also allowed me to work on modern sewing machines that I did not know how to use before. I am now able to design an outfit while respecting all the standards," said Kanté.

The INTEGRA programme has provided technical expertise as part of this trilateral agreement to strengthen tailoring skills of tailors at the centre established by GAC. The centre was established to make garments for workers of the mining company.

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## Youth innovate using permaculture techniques in farming



120 youth from Labé, Dubréka, Mamou and Boffa took part in a training on sustainable agricultural entrepreneurship. These permaculture trainings are providing young farmers with skills in pursuing agriculture using environmentally friendly approaches, agricultural businesses with an aim to increase social stability and community development.

The trainings are also geared to market agriculture as a stable income-generating activity for youth to pursue. "It's a training that will allow me to improve my farming activity while preserving nature," said Anne Marie Bangoura, a small-scale farmer attending the training. Through the training youth gain access to skills and abilities to succeed in permaculture and sustainable food production, with an understanding of various green farming methods such as composting, water purification and energy management.

Here is a [video](#) from the training.

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## Training of trainers looks at three key areas to improve business approaches



Professionals working in marketing, branding and packaging attended a training organised by ITC to advance their skills in these areas and ultimately better support young entrepreneurs business approaches. Once completed, the trainees would be identified by the INTEGRA programme as coaches to work alongside companies, cooperatives, associations and other organisations in different regions across Guinea.

The coaches aim to support 20 small businesses by facilitating two or more trainings in their assigned region of Guinea in 2022. These trainings will be based on the newly learned skills and methodologies. Overall, the coaches aim to improve the skills of local small businesses working in packaging, branding, marketing and agri-food sectors as well as expand customer portfolios through an adapted service offer.

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**150 youth attend agricultural management to renew opportunities in achieving economic independence**



After holding trainings across northern, central and the highlands of Guinea, the INTEGRA programme has extended its trainings for youth in the agricultural sector to the Boké region. Youth from the towns of Fria, Boké, Koundara, Gaoul and Boffa learned to process fruit into juice and jam through the Agricultural Management and Strengthening for Economic Independence (GRAINE) workshops.

The GRAINE trainings give young entrepreneurs in the agricultural sector skills to process food and develop management skills to successfully run agri-food businesses. Subjects covered include product quality, packaging of agri-food products, access to finance as well as personal development in entrepreneurship. The training modules covered a range of areas including personal development and entrepreneurship, product quality and packaging of agri-food products, as well as access to finance.

The 150-youth identified to take part in the trainings each had different profiles such as managers and employees of agricultural cooperatives, agricultural entrepreneurs as well as unemployed youth.

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**Cooperatives strengthen productive capabilities  
with ITC's technical support**



After undergoing a financial analysis, 40 small businesses and cooperative groups improved approaches in food production following an upgrade in processing equipment. Through the INTEGRA programme, 25 food processing machines were handed over to these cooperatives to upgrade the quality of food produce being processed by these small businesses and create additional job opportunities for youth operating the new machinery.

Training sessions outlining ways to use the equipment and good processing

techniques were also provided to ensure the new processing machines were appropriately used. Through the use of this new equipment small businesses aim to expand business opportunities and create sustainable jobs for youth in this sector by moving from traditional processing methods to advanced methods of food processing.

Here is a [video](#) from the equipment handover.



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## Upcoming Activities

- Digital marketing: 29 November to 3 December in Kankan
  - Continuation of the GRAINE training in the administrative region of Boké
  - Training of trainers in brand image marketing, packaging and labelling: 11 November to 17 December
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**Contact:** **Aissatou Diallo**, Senior AfCFTA Coordinator, West Africa Regional Portfolio Manager. diallo@intracen.org, +41-22 730 0284

**Claire Burgio**, Project Officer, INTEGRA Programme.  
cburgio@intracen.org, +41 22 730 04 84

**Street address:** ITC, 54-56, rue de Montbrillant, 1202 Geneva, Switzerland

**Postal address:** ITC, Palais des Nations, 1211 Geneva 10, Switzerland

**Internet:** [www.intracen.org/INTEGRA](http://www.intracen.org/INTEGRA)



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