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International
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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

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Yamoudogho Group remains committed to promote Youth in Forest Guinea



Specialised in the production of palm oil, almonds, and palm kernels, the Yamoudogho group has been involved with the INTEGRA programme since 2019. The group of 100 members aims to provide stable work opportunities for local youth in farming and agricultural product processing.

After undergoing a technical and financial assessment, the INTEGRA programme supported the group's efforts in financial education and support in securing a grant for capital, capacity building, as well as equipment purchase. "The machines we received helped us increase production, have better oil quality and employ more young people in the local area," said Zayi Haba, Yamoudogho group secretary.

These efforts have created 19 jobs, positively impacted the community, and fostered a strong relationship with suppliers.



Agro-pastoralists in Koulé advance farming practices



The agropastoral union of Koulé groups (UAGK) in Forest Guinea are committed to increase their rice produce yield. The union is made up of five groups, each with 100 members committed to engaging youth and increase the community's business opportunities in agriculture.

The union received equipment through the INTEGRA programme to upgrade its production of parboiled rice. With guidance from a financial advisor the union has developed an efficient business model based on training in entrepreneurship, financing, management and agricultural strengthening, market access and product development.

"We are raising awareness in the surrounding villages about the good practices learned with INTEGRA. This allows communities to improve on aspects related to production, product processing and marketing," said Kébé Lamah, President of the Union. Over time, the union has successfully increased its turnover and created seven new jobs.

Celebrating Human Rights Day



Alongside other UN agencies, ITC marked the close of the 16 days of activism held in the spirit of "ONE UN" to unify agencies. Nine cooperatives in Kankan received equipment to improve production capacities and create employment opportunities for youth in the area.

On Human Rights Day, 10 December 2021, entrepreneurs exhibited products and shared testimonials with representatives from the Guinean government, United Nations, and various development partners. Exhibitors also used the day to network, to gain insight from other groups and unions, and to pursue opportunities for future partnerships.

Agricultural processing paves way for sustainable youth employment



Based in Kérouané, the Fata Condé group processes maize flour, fonio and

After a financial assessment, technical support needs were identified. Thereafter, the group took part in agricultural processing, financial management, export market, food quality and safety trainings to improve the group's working mechanisms. They also received several equipment items to boost production performance.

"Our financial management is improving. We have invested 30 million to buy a plot of land for production. We have recruited 15 young people into the group. The equipment offered by INTEGRA is helping us improve processing," said Adama Kourouma, Group Manager.

Following the growth in production levels, the group has increased from 15 to 35 members made up of young men and women.

Small businesses encouraged to green agricultural waste



The INTEGRA programme has published two illustrative guides to encourage budding entrepreneurs to consider establishing businesses centred on environmentally friendly products. These products will promote local value addition, import substitution as well as support a more green and circular economy. The technical guides provide approaches to set up a business based on recycling agricultural by-products or waste.

The first guide encourages small business owners and cooperative groups working alongside agricultural producers to manufacture small biomass bricks from fonio, rice husks and groundnut shells. The second guide targets small businesses producing red palm oil to convert palm kernels into oil. Thereafter, the oil can be used as biofuel or to make soap.

Each of the business possibilities relate to the identified agri-food sectors of the INTEGRA programme, these include (pre-cooked fonio, groundnut paste, red palm oil and parboiled rice).

The coalition of digital actors introduces students to business concepts



On 29 December 2021, the Coalition of Digital Actors (CAN) organised a session for aspiring young entrepreneurs to learn business operations. Students at the beginning of their university studies in digital fields discovered the working methods and approaches of running a business. Students gained a first-hand look at the business world and studied the expanding role of digital technology.

"This day helped me understand the role of an IT professional and this role's importance in the IT management of a company. I now have clear information that will guide my choice of specialisation in the IT field to be sure I get the job of my dreams after my training," said Thierno Amadou Barry, an IT student.

The Coalition of Digital Actors (CAN) aims to promote digital skills among young Guineans and support the professional integration of IT professionals.

Youth attend last mile logistics training



After training 280 youth in five towns across Guinea, the training was held in the towns of Nzérékoré and Kissidougou for 100 youth on last mile logistics. The urban logistics workshop took the young couriers through transport, delivery, customer service, security, and communication.

The training focused on how to use the "last mile" diagnostic tool, training coaches in logistics support and creating a logistics development plan to better support entrepreneurs. "Thanks to INTEGRA, I was trained and benefited from a delivery equipment. I am very happy to practice a new profession that will give me more income," said Sékou Mara, a returning migrant and training participant.

At the end of the training, participants that displayed a keen interest in the delivery business also received delivery equipment (isothermal bags). An additional session on digital communication highlighted ways to boost visibility using digital channels.

Cooperatives receive production equipment



On the sidelines of a monitoring and evaluation mission in Guinea Forestière, local businesses in Nzérékoré received equipment to improve their competitiveness. With the new equipment, seven cooperatives have the equipment to advance production activities from traditional techniques and increase the amount of produce.

Presiding over the handover ceremony, the governor promised to ensure proper use and maintenance of the processing equipment. ITC is supporting 40 small businesses and cooperative groups with these equipment donations to improve food processing and provide opportunities for youth employment.

Youth broaden skills in gastronomy



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Raising awareness on food waste and recycling



To fight against deforestation the INTEGRA programme has set up an awareness programme to manufacture combustible briquettes from fonio using a press.

Small businesses learned to manufacture the briquettes from fonio, rice husks and groundnut shells. INTEGRA focal points also learned to manufacture fuel products and other by-products from agricultural waste.

Trainees received an illustrated guide after the training for continued reference to

the manufacturing processes. The briquettes will contribute towards improved local value addition, import substitution, and boost a green circular economy.

Returnee migrants build livelihoods in Koulé



After failed attempts to cross the Mediterranean filled with misadventures in Libya and Algeria, Oumar and Alphonse returned to Guinea in 2020.

The two young Guineans were repatriated voluntarily through the International Organization for Migration (IOM). Once back and settled, they attended a professional reintegration programme for agro-pastoralists held by the INTEGRA programme. The training provides technical support for migrant returnees by exploring areas of entrepreneurship to earn a living.

"The same energy that we put into working and earning a living in other countries can be used to succeed here. Today, I help women in the union to transport products and what I earn covers part of my family expenses," said Oumar Doumbouya.

Secretary of the union, Alphonse Koulémou reflects on his return to Guinea, "I took time to realise that people are only better off at home. With the union, we can work with the equipment offered by ITC, to follow training courses and to meet some of our needs."

Oumar and Alphonse now volunteer to raise awareness among local youth about the risks of irregular migration.

A look at our entrepreneurs

Meet Faramoussou Kourouma, a young entrepreneur committed to expand her soap business



Based in the town of Siguiri, Faramoussou Kourouma has taken part in market profiling and personal development trainings to gain the skills needed to launch her soap making business. Through the INTEGRA programme she worked with a financial advisor to streamline her financial management and as a result has grown her clientele of buyers to 480, with a reach across five neighbouring towns.

Kourouma is working to increase the soap production rate of her business to cater to the demand for her products. After attending a training on delivery services and best practices, Kourouma is also introducing delivery services to her business. "The INTEGRA personal development training helped me realise my full potential. I started making soap and have now included the home delivery aspect," said Kourouma.

Meet Kokoly Brehmou, an agri-preneur introducing delivery services to optimise his business



Agri-preneur Kokoly Brehmou recently begun delivering watermelons and bullet chillies in Faranah as a new service addition to his business, Initiatives Guinea. Initiatives Guinea focuses on the production and marketing of agricultural products.

Brehmou is working to expand his consumer base, based on support received from a financial advisor, as well as trainings attended on quality, packaging, and urban logistics. "Beyond my personal development, my primary ambition is to solve the transport problem faced by small-holder farmers in Faranah," said Brehmou.

By implementing best practices in customer service and communication as well as the presentation and promotion of his business, Brehmou continues to carve out a place for his local business.

Meet Seré Doumbouya, a local restaurateur in Siguiri



29-year-old Seré Doumbouya always enjoyed cooking and decided to open a restaurant in the heart of Siguiri town. Her customers mostly come from the mining companies located in the town near her business.

To further expand her business services, Doumbouya attended an urban logistics training offered by the INTEGRA programme and as part of the training she received an isothermic delivery bag. "The INTEGRA urban logistics training has helped improve my meal delivery business in the city of Siguiri. With the good hygiene practices I use, I have 30 daily orders and recruited two deliverymen," said Doumbouya.

Being a busy town, Doumbouya's Guinean specialties are ideal for Siguiri with a large prospective consumer base with mining companies in the surrounding area.

Videos

- [Link](#)
- [Link](#)

Upcoming Activities

- 1 to 17 March: Entrepreneurship mission (ESDEN) and training session
 - 17 to 19 March: Accompanying the Fouta Digital Forum (FONUUF)
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To participate in the INTEGRA Programme, please register at:

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INTEGRA GUINEE



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