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International
Trade
Centre



GOUVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #27

Youth drive growth in Kindia's pineapple sector



After enrolling in a six-month incubation programme at Federation of Fruit Growers (FEPAF), 18 youth have joined forces to form an economic interest group by reinvesting their internship bonus. Together the youth will plant 50,000

pineapples to sell locally, using the money earned during their internships at the Federation as capital.

"Our group is made up of job seekers and project leaders. We all share the same goal, that is to work and be successful in Guinea. The opportunity that the INTEGRA programme offers us is invaluable because our approach is improved in several areas and our coach supports us every day," said Sadighatou Diallo, president of the economic interest group.

The incubation programme gave 35 youth the opportunity to intern at the Federation of Fruit Growers of Lower Guinea, develop project ideas and put their agricultural ideas into practice.



Entrepreneurship workshops kick-start innovative business approaches in Guinea



Small businesses and startups in the cities of Coyah, Mamou, Labé and Kindia all had the opportunity to engage with a mobile expertise centre deployed by the INTEGRA programme from 1 to 17 March 2022. The mobile workshop series improved entrepreneurs approaches through informative sessions on financial education, digital communication, accessing new markets and provided business owners with mentorship support.

To support young entrepreneurs with methods to develop quality content for digital resources, the digital workshop took business owners through the process of digitising business products which included a photo shoot. "The digitisation of my products is a great opportunity for me because without quality content you can't sell your products online", said Fatoumata Diallo, a workshop participant. The product photos will be integrated to the NIMBA platform.

Through the mobile workshops youth learned to develop entrepreneurial approaches, improve opportunities for professional integration and understand the existing support mechanisms for youth projects and businesses. The young entrepreneurs are also integrated to a database for continued support from mentors.



Digitalization paves the way for inclusive development



The 2nd edition of the Fouta Digital Forum (FONUF) brought users of digital technology together to share experiences. The event held on 17 to 20 March in Labé was attended by entrepreneurs, farmers, artists, researchers, public institutions as well as partners.

During the three-day event attendees discussed avenues to establish a digital ecosystem by promoting digital entrepreneurship and networking. Professionals and new entries to the industry were also able to discuss key digital issues being experienced in Guinea and across Africa such as the need to develop suitable infrastructure and the role of digitalization in advancing business sectors as well as creating transparency in public affairs.

Youth to benefit from €500000 grant fund



Date limite des candidatures :
20 mars 2022

Fonds Soutra

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Guinean small businesses led by youth aged between 17 and 35 will gain access to receive financial support to develop their businesses. The SOUTRA fund, is a grant fund of €500000 available through the INTEGRA programme created to fund youth groups, MSMEs and cooperatives.

Over 1500 youth small businesses and cooperatives have received coaching in access to finance and developed a business plan to improve their opportunities in securing finance to advance their businesses. A further 40 small businesses have received additional support for their businesses through equipment grants to improve production capabilities.

Small businesses learn to evaluate markets for export



Guinean small business owners took part in a training to improve market profiling skills for their business prospects. Through the market access trainings participants have learned to identify prospective markets, improve product sales as well as export approaches. By using the ITC market analysis tools such as the Trademap tool business owners can look at export performance, international demand, alternative markets and regulatory requirements for business expansion purposes.

At the training's conclusion, business owners were able to identify target markets, analyse the market demand and export offers and take the business environment into account.

Guinean Agency for the Promotion of Employment receives equipment from INTEGRA programme



To further diversify the skills young graduates from the Guinean agency for the promotion of employment (AGUIPE), the institution received computer equipment and office furniture worth \$21,891 on 23 March 2022. The items will be used to promote ICT skills for employment as well as entrepreneurial activities.

Cooperatives learn best practices in health and safety



40 cooperative groups and unions attended workshop trainings on occupational health and safety, food health and safety as well as best practices. The workshop sessions highlighted the importance of safety in management operations indicating its direct impact on the livelihoods of communities working in these business operations.

"We were not really aware of the dangers linked to the operation of our processing units. These presentations helped us understand the issues and measures needed to improve quality and safety of agri-food products," said Mrs Ousmane Boiro, President of the women's group promoting local products in Labé.

Cooperatives learned the need to prioritise these health and safety approaches to increase economic development at the local level.

A look at our entrepreneurs

Meet Ibrahima Diallo, a telecommunication graduate turned metalsmith



Based in Coyah while pursuing his graduate degree in telecommunication Ibrahima Diallo took up a work position at a smithy. Once he completed his studies, Diallo pursued work opportunities in the telecommunication industry but was unable to secure a work position. Thereafter, he returned to his initial pursuits in metal work and established a network of clients while pursuing to cater to the demand in this sector.

"When I finished my studies, I started applying to companies to find a job to support myself and my family, but I couldn't find one. So, I started my own business as a metalsmith, a trade I learned while I was at school and I am financially independent now," shares Diallo.

Diallo remains committed to engaging and empowering youth in his community and currently employs 13 youth at his smithy. He has also enrolled as a mentor with the INTEGRA programme to support young entrepreneurs and start-ups in their effort to establish a business in Coyah.

Meet Souleymane Sylla, Dalaba's trained vet and barber



While pursuing veterinary studies, Souleymane Sylla opened a barber shop in 2013. Sylla learned haircut techniques to establish his business and secure a steady financial income.

Sylla remains committed to sharing the expertise he has gained with youth seeking to venture into entrepreneurship. "The best success is one that is shared, this is my moto. I decided to guide and support other youth in finding a decent job to support themselves and their families," he shares.

Through the INTEGRA programme, Sylla gained business management skills, improved the financial approaches of his business and has employed two barbers.



Upcoming Activities

- 3 to 6 May 2022: Entrepreneurship training for the 2nd cohort of the Pastry beneficiaries
 - 12 May 2022: Pitch Fond Soutra in Conakry
 - 13 May 2022: Celebration of J'Awards in Conakry
 - 16 to 24 May 2022: Entrepreneurship training for sewing beneficiaries in Boke
 - 18 May 2022: Official Launch of the 6 month “Bring your ideas to life” incubation programme in Boffa
 - 26 and 27 May 2022: National seminar of rural women in Kindia
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To participate in the INTEGRA Programme, please register at:

PLATEFORME NIMBA

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INTEGRA GUINEE



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