

If this message doesn't display correctly, [click here](#)



International
Trade
Centre



GOVERNEMENT DE GUINEE



EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #29

ITC contributes towards winnings for young entrepreneur at J'Awards



As the winner of the Entrepreneurship category at the J Awards Guinea, Mamadou Oury Sow received 30 million Guinean francs (\$3454) from the INTEGRA programme to further his business pursuits. The CEO of Api project, a local honey business based in the country's capital, Conakry. Sow will also receive training and coaching to improve his business endeavours.

The J Awards nominated 50 youth engaged in fashion, women's leadership, culture, entrepreneurship, sports, culture, literature, innovation, civil society, and media.

Waliyètèbè Centre launches new incubation programme



Since its establishment in Boffa, the Waliyètèbè Centre has provided Guinean youth a space to learn, innovate and develop their business ideas. The Centre has introduced a new incubation programme to support young entrepreneurs and job seekers in developing their business ideas with a six-month programme of training and mentoring from May to July 2022.

After a rigorous selection process, ten business projects are receiving tailored support to set-up and manage their business, develop a business portfolio, and effectively negotiate for the benefit of their business. The programme dubbed “Bring your business idea to life” aims to support youth in their job seeking efforts and encourage budding entrepreneurs in launching their start-ups and small businesses.

Guinean youth secure funding to further business plans



Since kickstarting activities in 2019, 1700 youth and small business owners were trained to develop business plans, keep business records, and manage finances by 15 economic management counsellors from the INTEGRA programme through the SOUTRA fund. After the initial training, several young entrepreneurs were identified to seek financing from financial institutions with 200 small business owners successfully raising \$1 million in loans and grants.

The SOUTRA fund is a grant scheme worth \$510,000 to finance start-ups and youth unable to obtain loans and equity solutions. After a call for applications, 80 young entrepreneurs were selected to take part in the SOUTRA fund pitch to secure a \$3500 grant. Following the pitching session, 65 young entrepreneurs successfully clinched the grant to invest in their business. The SOUTRA fund is split in two financial schemes; the first worth \$200,000 was allocated to 40 cooperatives and the second worth \$240,000 will finance the 65 young entrepreneurs.

“This grant will help me drill a water supply for my various poultry coops and boost the production of quality eggs. I would like to thank ITC and its partners for the honour that has been offered to us and for the wonderful technical assistance that my company has received over several months,” said Mamadou Balde, a poultry farmer.

The Guinean government launched the initiative to support its young entrepreneurs in bringing their entrepreneurial ideas to fruition. The non-repayable fund is supported by the INTEGRA programme and targets budding young entrepreneurs between 17 to 35 years in the ICT, agribusiness, and other local sectors. The fund aims to expedite youth’s access to employment and income generating activities by creating 3000 direct jobs with 2000 of these rooted in self-employment.

Guinea launches National Network of Young Entrepreneurs



Réseau national des
entrepreneurs de Guinée

Since its creation in 2019, the National Network of Guinean Entrepreneurs (RNEG) has linked a pool of start-ups, incubators, business owners and associations. The national network of entrepreneurs was officially launched on 13 May 2022 during the J'

AWARDS Guinea. The launch featured a video on RNEG activities and results achieved so far.

Event attendees also looked at opportunities the Network's platform has to offer, which includes a business directory, provides access to free training courses, mentoring and funding. Currently, the RNEG platform has 800 registered businesses, 50 national mentors and 200 digitised products. Through RNEG Guinean entrepreneurs will benefit from an inclusive and dynamic resource space.

Guinea operationalizes first Trade Information Border Assistance Office



As part of the Migration Multi-Trust Fund (MPTF) initiative Guinea inaugurated the country's first Trade Information and Border Assistance Office on 17 May 2022 in Guéckédou region. The border assistance office agents provide support to traders in the area particularly women and youth engaged in informal trade to comply with cross-border trade regulations set by the ECOWAS standards and WTO. Agents were trained in Ouagadougou on 4 to 6 May 2022 by ITC to use tools and on existing techniques and methodologies.

The border assistance office is opposite the Patrice Lumumba School in Guéckédou on Route Nationale 16 and is open from Monday to Saturday. This office is established as part of the Strengthening Border Management, Social Cohesion and Cross-Border Security in the Region of Guéckédou programme in partnership with IOM, WHO and UNDP.

Youth trained to take up digital careers



100 youth from Labé and Nzérékoré took part in a training on digital marketing, the training focused on developing digital skills and content as a community manager, brand manager, social media manager and cross channel marketing manager.

Thereafter, participants tested techniques in simulated trials to assess progress as they sought to successfully integrate in the country's workforce as digital professionals.

Kindia hosts first national conference for women entrepreneurs



The first national conference for women entrepreneurs took place in Kindia on 26 and 27 May 2022. Hosted by the Ministry of Agriculture and Livestock in collaboration with Women Hope Guinea, Future Team Guinea, Amazons of Guinea's Press and as an initiative of actualitefeminine.com gathered women entrepreneurs from the eight administrative regions of Guinea to discuss promoting and industrializing local products.

During the conference participants discussed promoting local products and cuisine as well as organic cosmetics. Women entrepreneurs also learned to set up a business and to secure financing for their business. At the event's conclusion, a memorandum was compiled for distribution to the Ministry of Agriculture and Livestock, the Ministry of Hotels and Tourism, the Ministry of Women's Promotion and Children and the Ministry of Trade for next steps.

The event was also sponsored by the INTEGRA programme, VISTA-GUI, ENABEL and Crédit Rural de Guinée.

Guinea attends technology exhibition in Côte d'Ivoire



The International Exhibition of Information and Communication Technologies (SITIC Africa) was organised by the Ministry of Communication of Tunisia and Côte d'Ivoire. The event featured fintech, e-agriculture, e-health, and industry 4.0 which is centred on data automation and exchange.

Youssef Donzo, developer at digital company Bembeya, Saa Oscar

Ouendéno, head of public relations at the University of Labé, and Ansoumane Sidibé, entrepreneur and manager of Wassolôn Service attended the event from 30 May to 1 June in Abidjan with support from the INTEGRA programme.

By participating in events such as this, Guinean businesses and institutions advance in their digital skills and gain inspiration to innovate for increased regional competitiveness and benchmarking in ICT services.

Youth learn skills to launch food business



20 youth interested to start a business Guinea's food industry attended a training on 30 May to 2 June 2022. In this second-round trainees learned more in pastry making and catering with a greater focus on understanding the basics of entrepreneurship, marketing, sales, and economic management. Through the training, youth will also have the skills to work in the hospitality and gastronomy sector.

INTEGRA programme explores investment opportunities for last mile logistics



To expand Guinea's scope in last mile logistics, the INTEGRA programme explored the opportunities for investment in this sector and held a workshop on 9 June 2022 to present its study's findings. Local start-ups, businesses and institutions attended the presentation and provided recommendations to improve the study prior to its final presentation in a few weeks.

The study aims to create an environment that is suited to the development and improvement of this area and generate opportunities for youth employment.

Local producers participate in first edition of Sereidou agricultural fair



Entrepreneurs from Nzérékoré took part in an agricultural fair organised by the Sereidou Mont Ziama Agro-pastoralist Centre on 17 and 18 June 2022. The first edition of the agricultural fair gave local producers in the region a platform to share and promote products. Eight entrepreneurs affiliated with the INTEGRA programme exhibited products including: groundnut paste, attiéké, palm oil and parboiled rice. Local producers were also able to establish partnerships and expand business opportunities.

A look at our entrepreneurs

Meet Mamadou Oury Sow, winner of the J Award for Entrepreneurship



At 19 years, young entrepreneur Mamadou Oury Sow is the founder of the Api-Project a company producing and selling honey. Currently his honey business engages five full-time and over 20 part-time employees. Recently, Sow took part in the J Awards and successfully clinched the prize investment of \$3454 financed by the INTEGRA programme to expand his business activities.

In addition to his honey business, Sow has also created a specialty honey brand called "Barki Youmma" and runs an air-conditioned taxi business between Labé and Conakry.

Upcoming Activities

- 08-12 August: Training workshop in Labé
- 15-19 August: Training workshop in Kankan
- 22-26 August: Training workshop in Conakry

To participate in the INTEGRA Programme, please register at:

PLATEFORME NIMBA

To interact and stay updated, follow us on Facebook:

INTEGRA GUINEE



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



[Click this link to opt-out](#)