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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

# INTEGRA NEWS FLASH

Issue #3

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## National Project Committee reviews INTEGRA project



As chair of the National Project Committee, the Guinean Minister of Youth and Employment Mr. Mouctar Diallo hosted an introductory meeting between

government officials, European Union emergency fund board to discuss all EU projects being implemented in the country including the INTEGRA programme.

The aim of the meeting was to review overall programme objectives, reiterate the national government's commitment in realising outlined targets and ensure good collaboration between the respective project parties. Within its mandate, the National Project Committee as set up by H.E. Professor Alpha Condé is tasked with ensuring the agreements on the INTEGRA programme between the EU and the national government remain on course. Following the meeting, the EU agreed to put together a complete report of all its operations in Guinea since the emergency fund's launch with IOM in 2017.

Prior to their meeting with the Ministry of Youth and Employment, the ITC national team also met with officials from the country's Ministry of Trade to review programme activities and the programme's action plan. The team also took ministry representatives through the expected focus areas of project implementation and the finalised INTEGRA August 2019 to 2020 work plan. Both parties agreed to strengthen their collaborative efforts in quality, certification and packaging trainings.



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## Small business owners and cooperatives learn key factors to ensure quality packaging



To ensure small business owners and cooperatives in Guinea have a better chance of exporting agri-food products to international markets, the INTEGRA project organised a five-day training in Kankan. The training outlined the various packaging options for the transport of goods and products throughout the supply chain. To further minimise their environmental impact, the 40 participants also received informational approaches to optimise their product packaging methods.

Paving the way towards increased project-partner collaboration ITC met with representatives from the Ministry of Agriculture. During its meeting with the National Agricultural Packaging Service, ITC underscored its objectives in the project's packaging and quality assurance components. Both parties agreed to collaborate and identify existing gaps in techniques and tools faced by producers.

Through this workshop training, MSMES will gain an understanding on the international standards for packaging, the importance of a product's quality in

packaging as well as the environmental benefits of product packaging recycling. Once the training is completed, ITC will host a roundtable alongside key supply chain stakeholders to identify areas that may benefit from future support.

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## ITC sets up a pool of experts in logistics and transport



Over the past week, ITC held a training of trainers to create a local pool of experts in transport solutions, packaging, logistics as well as e-logistics. It took place at the headquarters of GLOBETRANS, a local transport and logistics firm. Partners from DHL, Air France Cargo and the Ministry of Trade further complemented the training.

The five-day training took 30 participants through case based scenarios in business logistics and the transport sector, while also looking at new challenges being faced in urban logistics. Following the training completion, 15 of the 30 participants will be selected to support youth project leaders in various regions of the country.

ITC and GLOBETRANS will also work towards ensuring young Guinean entrepreneurs have a dependable resource for support by establishing a local incubator.

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## Guinea gears up to participate in the World Expo 2020



ITC is partnering with the government to support enterprises attending the [Dubai Expo 2020](#). To jump start the product selection process, the government has established a national project unit tasked with preparing for the exhibition and providing evaluators with a rigid scorecard to review as the country prepares to participate in the world exposition.

As part of this national unit, ITC took part in the initial evaluation of the packaging quality of the prospective products set to be displayed in the Guinea Pavilion. The scorecard criteria focused on identifying whether the proposed products represented Guinea's cultural identity, and if the quality finishes would capture the interest of external buyers.

With over 30,000 expected visitors for the global exposition, 40 cooperatives and SMEs participating in ITC's INTEGRA programme will gain the opportunity to access international markets.

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## INTEGRA project seeks to upskill local youth to enter into the ICT sector



Guinean graduates interested to work in the ICT sector will soon gain the opportunity to further develop their skills and secure employment in their area of expertise. The PALIM project describes itself as an “innovative labour migration model.” The project will seek to link IT professionals with employment opportunities either nationally or internationally, filling the existing skills gap of qualified computer scientists in Flanders.

The International Centre for Migration Policy Development (ICPMD) and the Belgian Development Agency Enabel launched the initial pilot project in [Morocco](#). The project achieved great success within the framework of securing employment for young graduates both locally and internationally as skilled migrants. The INTEGRA team explored possible areas of partnership with project manager of PALIM, Mr. Grégoire Douxchamps. INTEGRA will work with the PALIM project to address the following common focus areas: vocational training, capacity building, and the socio-professional integration of youth in Guinea.

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## **ITC-INTEGRA rallies Guinean private sector to participate in the World Export Development Forum (WEDF)**



As the local private sector seeks to expand its market reach, the ITC met officials from the National Chamber of Commerce, Industry and Handicrafts (CCIAG), on 25 September 2019. During the meeting, ITC took CCIAG representatives through the international export event set to take place in Addis Ababa, Ethiopia from 18 to 22 November 2019. The team highlighted the opportunities for the private sector to expand their business networks and secure further international export. Guinean private sector players will target the slated WEDF business-to-business matchmaking meetings, which will run until 21 November 2019 to boost their business connections.

Also set to attend WEDF are the innovation award finalists of the [SADEN](#). The laureates will take part in the Pitch Your Idea social entrepreneur session on 21 November 2019. The session encourages young entrepreneurs to strengthen their business communication and deliver a 3-minute pitch to a panel of judges. The judges final selection of the session's top pitch will receive a \$5000 award to invest in their business.



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## Up next:

Trainers learn new methods in processing agricultural products on [14-18 Oct 2019](#)

ITC opens a youth entrepreneurship incubator in Boffa on [23 Oct 2019](#)

INTEGRA partners with IOM to support returning migrants on [30 Sept - 18 Oct 2019](#)

Young exporters build capacities in market research on [21 Oct - 01 Nov 2019](#)

ITC introduces new comprehensive training programme GRAINE on [4-15 Nov 2019](#)

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Contact : Aissatou Diallo - diallo@intracen.org  
Sadiq Syed - syed@intracen.org  
Téléphone : +41(0)22 730 01 11  
Adresse : ITC, 54-56, Rue de Montbrillant, 1202 Genève  
Adresse postale : ITC, Palais des Nations, 1211 Genève, Suisse  
www.intracen.org



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