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GOUVERNEMENT DE GUINEE

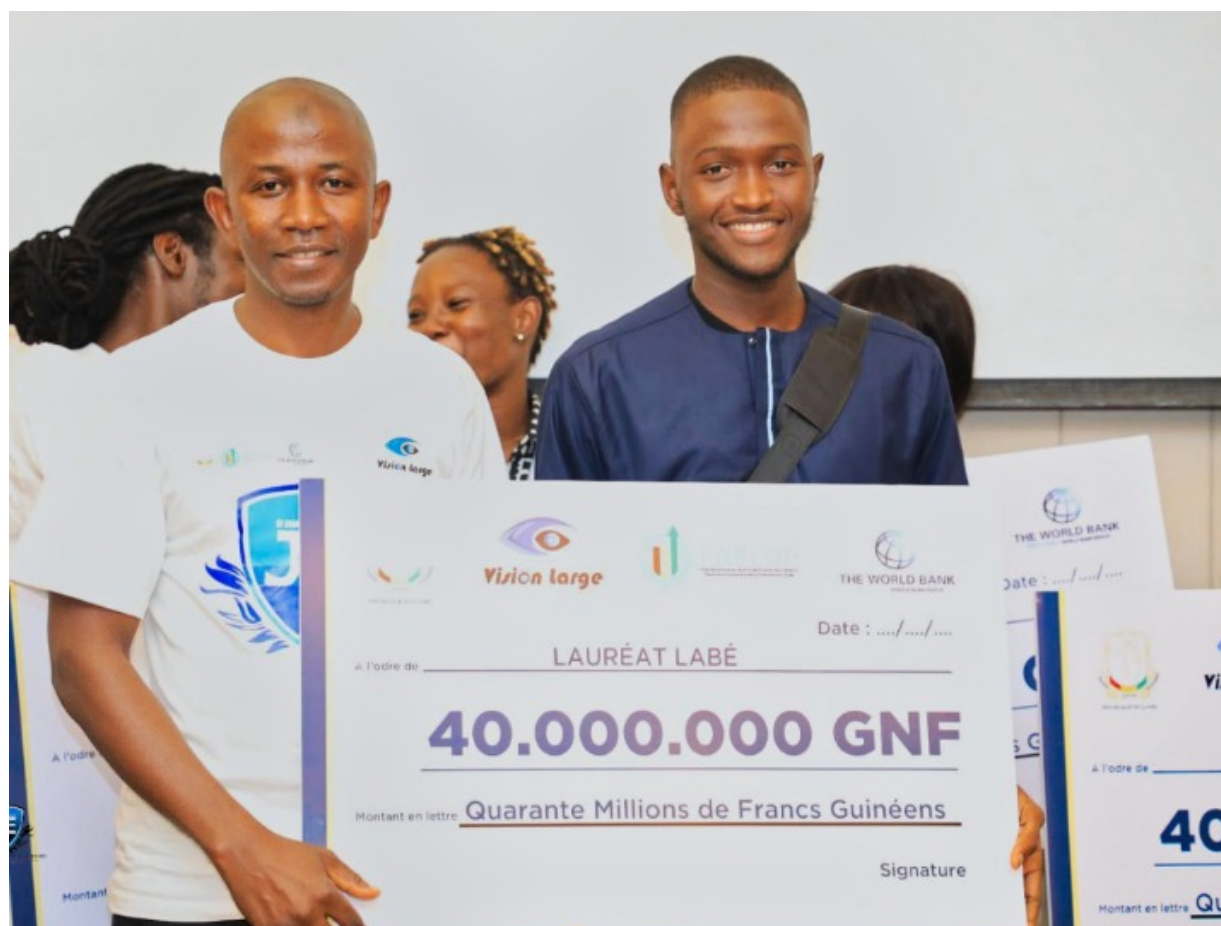


EUROPEAN UNION

INTEGRA NEWS FLASH

Issue #33

Young Entrepreneurs celebrated for Success in Competition



Six entrepreneurs that have boosted their businesses through the INTEGRA programme were the prizewinners in the Young Entrepreneurs Competition. The

contest was organised by the Vision Large organization. The entrepreneurs received support from the programme such as personal coaching to achieve their ambitious business goals.

Export Caravan Promotes Trade in Guinea



The Guinean Agency for Export Promotion (AGUIPEX) in collaboration with ITC's INTEGRA programme, has launched the Export Caravan. The initiative aims to boost trade activities in the country. The caravan kicked off in Kindia on 8 May 2023, and will cover all seven administrative regions of the country.

The primary goal of the caravan is to increase awareness and create an understanding of the country's trade regulations. It will also promote a business-oriented approach among key stakeholders involved in product processing and marketing. The initiative targets small businesses associated with the programme.

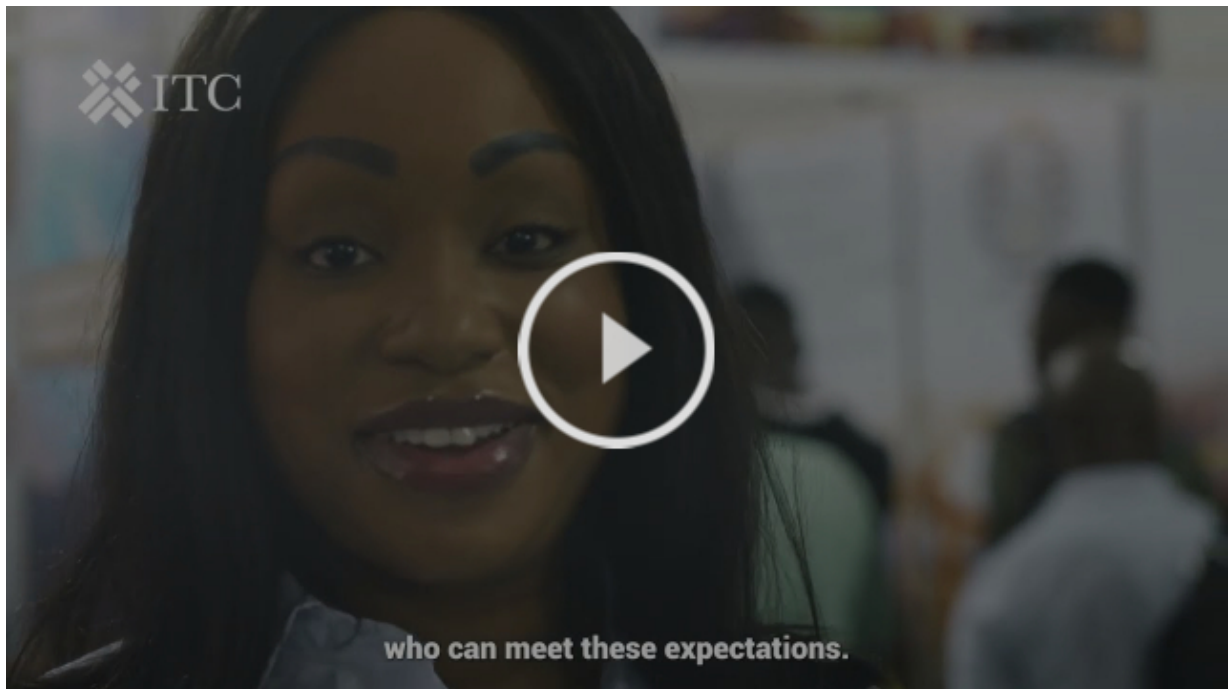
Sessions give insight to Agri-Food Processing Techniques



To foster knowledge exchange and improve agri-food processing techniques, four businesses were selected to host information sharing sessions. The objective of the sessions was to bridge existing gaps for businesses in the agri-food sectors.

Mariama Cissé & Fils a company well known for its peanut butter, initiated the collaborative exchanges interacting with participants from across Guinea working in the same agri-food sector.

Job Dating event paves way for Youth Employment in Guinea



ITC's INTEGRA program, in collaboration with telecom Orange Guinea foundation, the national job agency AGUIPE, co-organized the country's first-ever Job Dating event.

The initial job dating event focused on careers in information technology (IT) involved 42 participating IT companies and connected 300 candidates. The follow up event was for youth seeking careers in the gastronomy sector. Over 100 youth met with 16 restaurants as potential employers. Using a speed dating format of 10 minutes, youth were able to interact with potential employers. This innovative approach provided a platform for young job seekers to showcase their skills and establish connections.

As a co-organizer, the Minister of Technical Education, Vocational Training, and Employment, Alpha Bacar Barry described the initial IT event as a valuable platform for youth interested in IT. Minister Barry emphasized the events significance as a springboard for career development, urging participants to seize the opportunity and contribute to the growth of Guinea's digital economy. Overall, the initiative fostered opportunities for both parties.

Tokkora shines at Afrodyssée



Geneva hosted its sixth edition of [Afrodyssée](#), an event that celebrates African designers. Representing Guinea was designer Mamadou Aliou Diallo founder of the cotton apparel company, Tokkora. Tokkora uses locally sourced 100% cotton and employs local Guineans to make its designs which blend traditional and contemporary aesthetics.





Tokkora successfully captured the attention of buyers and fellow designers attending the event. Aliou was able to make inroads by establishing new contacts and striking business opportunities. Tokkora was also given the opportunity to dress the event's 23 ushers, which further amplified their brand visibility.

After participating in Afrodyssée, Tokkora is set to create at least ten new employment opportunities to fulfil the surge in orders received while at the fashion event.

A press highlight of the event is available [here](#).

To participate in the INTEGRA Programme, please register at:

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INTEGRA GUINEE



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