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GOUVERNEMENT DE GUINEE



EUROPEAN UNION

# INTEGRA NEWS FLASH

Issue #6

## Law firm Sidley Austin to assist La Petite Damba



After the young social enterprise La Petite Damba took part in the WEDF pitching competition for social entrepreneurs, co-founder Fode Youla is eager to raise the local food processing and packaging company to the next level. As a finalist of the pitching competition, La Petite Damba is set to benefit from Pro Bono legal consultation from law firm, Sidley Austin.

The Sidley Austin Emerging Enterprises Pro Bono program focuses on assisting market-based growth of local business to boost the local economy as well as increase job and income opportunities. Legal services provided in this program cover international trade matters, contract and intellectual property, financing, corporate and transactional elements.

Fode Youla represented La Petite Damba in the pitching competition organised by ITC's Youth and Trade programme in a pool of six finalists. The contestants each presented their business case to a panel of judges comprised of Colette van der Ven, Director, Trade and Development, Sidley Austin; Mahlet Afework, Founder, Mafi Mafi, Ethiopia; Alieu Jallow, Founder, Startup Incubator, and AU-EU Youth Hub representative, the Gambia; and Charles Ofori, Co-founder, Dext Technology, a Ghanaian start-up that won the 2018 Young Social Entrepreneurs Competition.

This year's winner of the pitching competition and \$5,000 prize of ITC seed funding was recycling and waste management company Siyabuddy of South Africa.

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## Young entrepreneurs improve quality management techniques



**La Qualité,**  
c'est faire les choses  
**BIEN**  
la première fois  
et à chaque fois.

On se souvient  
de la **QUALITÉ**  
bien plus  
longtemps que  
du prix.

Le Programme d'appui à l'intégration socio-économique des jeunes (INTEGRA)

Le Programme d'appui à l'intégration socio-économique des jeunes (INTEGRA)

Young entrepreneurs seeking to improve their opportunities for export and product competitiveness attended a training on quality offered by ITC in Mamou and Siguiri. The two training sessions hosted over 90 entrepreneurs and SMEs seeking to improve their expertise in quality for increased market access opportunities.

Business owners were taken through the benefits of prioritising quality for their products as well as best practice methodologies. This activity followed the training of trainers on food safety and sanitary quality that took 30 entrepreneurs and managers of quality institutions through an intensive training in Mamou and Siguiri.

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## INTEGRA holds consultations to establish a national coalition of the ICT sector



Following a mapping and analysis of the Guinean digital ecosystem, ITC gathered over 60 representatives of the country's Information and Communications Technology sector to review the preliminary results. Aminata Kourouma, Secretary General of the Ministry of Commerce highlighted the role of the industrial revolution and Guinea's determination to grow its information and communication technologies. "The Guinean government is committed to using information and communication technologies for development, especially for young people," said Secretary General Kourouma.

The workshop gave ITC the opportunity to present their findings on the country's digital environment as well as the identified trends and analysis. "At the end of this two day meeting, it will be a question of completing the process for rapid and effective implementation to promote all employment and self-employment

opportunities in the Information and Communication Technologies industry", said Dienaba Keïta, National Coordinator of the INTEGRA programme.

The aim of the study is to set up a coalition of actors focused on encouraging job creation through business opportunities for youth. The mapping exercise took an initial step in identifying promising areas of interest for job creation to attract youth into sustainable employment. "ICT is giving youth the flexibility to create a supplementary income that allows them to thrive," said Darius Kurek, ITC Export Strategy Advisor.

The workshop's consultative sessions focused on the results of the survey and the methodology used during the mapping process. Representatives from both the private and public sphere deliberated on the possibility of establishing a coalition of actors to represent the country's ICT sector.

Discussions covered the benefits of having a coalition, its prospective legal formation as well as a potential name and any initiatives it may champion. "The national languages dimension must be integrated into digital devices in Guinea because a large part of the population is illiterate," said Ibrahima Diallo, KOUMA social network during the workshop's deliberations.

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## Partner agencies meet to discuss joint communications strategy





Communication officers of the INTEGRA programme's implementing agencies met to find common working areas in the programme's communication strategy. The strategy was developed by a local media agency RARILI COM, to ensure the programme's implementing agencies communicate using the outlined key messages consistently.

"The purpose of the overarching INTEGRA communication strategy is to ensure better coordination amongst the implementing agencies. This will improve the coherence of communication outreach and published messages," said Christophe Pelzer, European Union Trust Fund Coordinator in Guinea.

Communication on social networks will also be published in the Delegation of the European Union (DUE) Facebook page on #INTEGRA\_GUINEE.

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## **Guinea hosts second round of dialogues on Financial Inclusion (DIA'FIN)**



The second edition of the Financial Inclusion dialogues was held in Guinea and organised by the nation's Central Bank, Baantou Communication Agency and Women of Africa (WAFRICA). This session's theme sought to have decision makers and stakeholders discuss innovative approaches to achieve progress and address existing challenges in the "Financial Inclusion and Entrepreneurship of Women and Youth" over three days.

During the opening ceremony, Prime Minister Dr. Ibrahima Fofana stressed the need for an inclusive economic environment in the country to realise sustainable growth. "To reduce the extreme poverty that social exclusion creates, it is essential to put in place specific public policies to boost strong, sustainable and inclusive growth. Financial inclusion is an essential dimension of this action. Empirical studies show the importance of financial inclusion as a vehicle for economic growth," said Prime Minister Fofana.

The aim of the event is to bring together stakeholders, directors and stakeholders around the exchange sessions to take stock of the progress, challenges and innovations underway in the financial inclusion sector.

Prime Minister Dr Ibrahima Kassory Fofana, who chaired the opening ceremony, believes that financial inclusion is a key dimension to strong and sustainable growth.

## Up next:

[15 to 30 December 2019](#) - Food quality and safety awareness programme in Boké, Kindia, Labé, Faranah, Kankan and N'Zérékoré.

[12 to 30 December 2019](#) - Training on the techniques of transforming fruit into juice and drying agricultural products in Forecariah and Fria

[December 2019](#) - Personal development support in Forecariah and Fria

[December 2019](#) - ITC starts new comprehensive training programme GRAINE

[December 2019](#) - National training institutions receive capacity building training

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