

Call for Speakers for Shea 2018

The Global Shea Alliance is seeking speakers to present on various panel sessions at the 2018 international shea conference. The theme for this year's event is: ***Shea 2018: "Going Further Together"*** and will take place at the NAF Conference Center in Abuja, Nigeria from March 12-13. The sub themes for presentations at the conference are as follows.

Opening New Markets

The GSA is expanding markets by developing new ingredient technologies, conducting research to improve value proposition, engaging consumers, and advocating for improved regulatory environments. Participants will learn from GSA members as well as legal and scientific experts on the impact of this multifaceted approach. Specific topics will include:

1. New food markets being established in the U.S. and China
2. Latest innovations for ingredient technologies
3. New research into cosmetic benefits
4. Consumer marketing strategies

Reducing Barriers to Trade

The shea industry competes within a global oils and fats landscape that offers a variety of ingredients, technologies, and price points. The role of the policy makers in Africa and abroad is increasingly important to ensure shea is delivered better, faster and most efficiently for continued market access and growth. Participants will learn from governments, economic and legal experts, and private sector on a variety of interconnected topics including:

1. Improving quality of shea products
2. Encouraging local value addition
3. Addressing port challenges and high transport costs
4. The impact of taxation on production costs

Achieving Sustainability Together

Nowhere is the conference theme more relevant than in GSA's efforts to improve women's empowerment and environmental conservation across the production zone. Members, international donors, and government stakeholders will present on new public private partnerships being launched in West Africa including:

1. Provision of warehouses to women's groups
2. Improving working conditions of collectors and processors
3. Encourage formation of cooperatives, local aggregation, and improved traceability
4. Tree planting campaigns and improved management of parklands
5. Reduction of wood and water consumption in processing
6. Research and development of improved planting materials

Please email vnyarko@globalshea.com or aadu@globalshea.com if you would like to present.