

Building More Than a Business: How the Global Shea Alliance Supports Growth, Collaboration, and Impact

For Bullhorn Formation Trading Company, the journey into the shea industry began with a vision that extended far beyond business. Founded by Samir Salifou, whose family roots trace back to



Bénin and Côte d'Ivoire, the company was established with a commitment to contributing to Africa's economic development while creating sustainable opportunities for local communities. At the heart of this mission is a focus on strengthening African value chains and supporting women shea producers who play a vital role in the sector.

As Bullhorn Formation expanded its operations and made significant investments in production facilities in Bénin, it became clear that financial capital alone would not

guarantee success. Building a meaningful presence in the shea industry required access to knowledge, trusted relationships, and a network of experienced stakeholders who understood the complexities and opportunities within the sector.



This realization led Bullhorn Formation to join the Global Shea Alliance (GSA), a decision that has proven transformative for the company. Through its membership, Bullhorn Formation gained access to a community of producers, suppliers, buyers, and industry experts committed to advancing the shea sector. More importantly, the company found a platform where collaboration, learning, and shared growth are actively encouraged.



According to Salifou, the relationships built through the Alliance have been among the most valuable aspects of membership. Connections with fellow members and industry leaders have provided critical insights, mentorship, and introductions that have strengthened the company's understanding of the shea value chain and opened doors to new opportunities. These interactions have not only

enhanced Bullhorn Formation's business operations but have also reinforced its commitment to supporting sustainable development and women's economic empowerment.

While membership has delivered a strong return on investment, the benefits extend well beyond financial gains. The knowledge shared among members, the spirit of collaboration, and the



collective commitment to strengthening the shea sector have created lasting value for the company. For an emerging business seeking to make a meaningful impact, these relationships and experiences are invaluable assets that cannot be measured solely in monetary terms. Through its work, GSA enables members to learn from one another, identify new opportunities, and collectively address challenges facing the industry.

For Bullhorn Formation, membership in the Global Shea Alliance represents not only participation in an industry association but also investment in a community united by a shared vision for the future of shea. As the company continues to grow, it remains proud to be part of an organization that champions collaboration, innovation, and sustainable development across the global shea value chain.



"Joining the Global Shea Alliance has provided invaluable knowledge, strategic connections, and a collaborative network that continues to strengthen our work in advancing African value chains and supporting women producers."