

Established in 2011, the Global Shea Alliance (GSA) is a non-profit industry association based in Accra, Ghana. It has over 700 members from 35 countries including food and cosmetic brands, suppliers, women's groups, and non-profit organizations. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

The GSA, in partnership with MasterCard Foundation as part of the Young Africa Works Program, is implementing the Shea Business Empowerment Program (SBEP): a 3-year strategy to develop and enhance Shea Cooperatives and SMEs in accessing capital, developing critical skills and market linkages in the Shea Value Chain.

The training programme aims to strengthen the operations of growth-oriented Ghanaian SMEs to increase their capacities to align and coordinate all aspects of their businesses such as performing daily tasks, managing suppliers, business finances, and planning the growth of their businesses. To apply and register click here: <https://bit.ly/3bjSY7N>