

Shea 2020

Creating the Industry of Tomorrow

Hotel 2 Février, Lomé, Togo | April 6 – 8, 2020



As we enter a new decade, the shea industry is at a crossroads. Demand for kernels and butter is increasing, thanks to improved technologies, new food and cosmetic markets, and growing consumer awareness. In the confectionary industry, the use of shea in product launches has increased by 115% between 2014 and 2018. In the United States, France, Japan, United Kingdom, and Germany, shea is now the most commonly used natural oil in skincare products. In emerging markets such as Brazil, China, and India, shea ranks number two. Consumption in Africa is following these trends.

The industry is investing heavily in supply expansion and processing to respond to this increased demand. New production facilities are being set up in Ghana, Mali, and Nigeria. Additional sourcing networks are being established in countries such as Côte d'Ivoire, Nigeria, and Guinea.

Despite these developments, stakeholders are concerned about year to year price shocks and long-term supply availability to meet growing demand. Tree populations are declining, due to climate change, lack of fallows, industrial agriculture, and tree removal. Women collectors are also not sufficiently empowered to conserve tree populations in their communities.

The Shea 2020 conference will explore industry interventions by women's groups, NGOs, suppliers, brands, and government institutions that create a holistic solution to these challenges and shape the next decade of the shea industry.

SUB-THEMES



Securing Supply

Demand for shea has grown 600% in the last 20 years, and industry forecasts a 50% increase in the next 5 years. At the same time, shea tree density is declining at an annual rate of around 0.05 trees per hectare. If the current supply/demand trends continue, the industry is likely to experience a supply shortage in the next 20-30 years. Panel presentations will highlight:

- New demand trends and growth areas
- Additional supply sources
- Opportunities in East Africa
- Innovations in parkland restoration



Optimizing Revenue at the Farm Level

Shea revenue represents up to 12% of household income and 32% of household cash of women collectors and processors. Despite its importance, the crop provides only part time and seasonal employment. Panel presentations will highlight:

- The USAID Sustainable Shea Initiative
- Company activities related to improving shea income
- Alternative income-generating activities to improve livelihoods



Making Regulations Work for Industry Development

New regulations that would impact the shea industry are being introduced in the region, including the Africa Continental Free Trade Agreement, the Federal Shea Policy in Nigeria, the Tree Crop Authority in Ghana and export taxes in some producing countries. How can governments and industry partner to establish policies that drive sustainable development? Panel presentations will highlight:

- Regional policy implications and opportunities
- National level policies across West Africa
- Trade barriers and advocacy in the EU, U.S., and Asia

Last year, we unveiled the value of shea, showing the impact of the industry on people, planet and profit.

This year, I am pleased to invite you all to Togo for the first time. Our conference will explore interventions by women's groups, NGOs, suppliers, brands, and government institutions that create a holistic solution to our challenges and shape the next decade of the shea industry.

Let's create the industry of tomorrow!

**Badiè Marico,
GSA President**



SPECIAL FEATURES

"For a small business, expanding into new markets can be very challenging. At the conference in March, we participated in the B2B session where we met with some buyers from Saudi Arabia and eventually, we secured a contract to supply black soap. The annual shea conference is more than just a gathering of actors. For us, it is our biggest platform for such opportunities."

**Charles K. Boateng,
CEO, C.K. Boateng Ent.**

"At Shea 2018 Expo in Nigeria, I prioritized distributing samples and establishing contacts to expand my business network. As a result, I met a potential distributor in Nigeria. Negotiations are underway and I hope to sign an agreement with him to distribute my products in Nigeria."

Dorah Eguny, CEO of The Shea House

"Thanks to GSA's assistance, I gained very useful information on the shea industry trends and access to raw shea butter suppliers to strengthen my business operations."

**Sandra Sally Amokoh,
Natural Luxury, Ghana**

"The conference permitted us to understand emerging issues and trends in the sector. The small business training and field visits helped us to think about how to setup our processing facility and market our product."

**Janine Morna,
Kaara Organic**

B2B NETWORKING

Shea 2020 will facilitate business-to-business meetings between stakeholders in the shea industry. Participants will have the opportunity to have one-on-one meetings with exporters, producers, financial service providers, shipping companies, equipment suppliers, international brands and retailers.



SHEA EXPO 2020

The conference will offer SMEs the opportunity to showcase their products and demonstrate the benefits of shea to more than 500 participants.

Book your exhibition booth at \$ 100.



SMEs TRAINING

The conference will provide trainings for start up entrepreneurs and small businesses in the areas of export documentation, cosmetic formulation, packaging, and labeling. **Register at \$ 50.**



FIELD VISIT

The conference will offer participants the opportunity to visit sites including processing factories and the port of Lomé. **Register at \$100**



SPECIAL ATTRACTION



Have you ever wondered how shea butter is extracted from the kernels?

We are pleased to present to you the Shea Butter Village!

At Shea 2020, a processing center with all facilities will be available at the conference venue. Women shea processors will take you through the process of butter production, from kernels to rich, moisturising butter!

Thinking of how to document this amazing experience?

Not to worry! Our professional photographer will be there to capture every single moment of your butter production experience, which you could use for further communications.

And should you want a short video documentary, we can make this happen too.

Join us for an experience of a lifetime, as you process your own butter!

Registration Cost : \$100

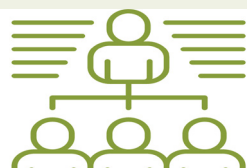
3 Reasons to Experience the Shea Butter Village

1. Engage and connect with the women at the core of the shea industry
2. Process your own butter
3. Get high resolution pictures for your communications materials

Key Figures from Shea 2019



26
Countries



400+
Participants



56
Speakers



115
Market Linkages



40
Exhibitors

SPONSORSHIP OPPORTUNITIES

Categories	Advantages
Platinum Sponsor \$20,000+	<ul style="list-style-type: none"> • Enlarged logo on Shea 2020, U.S. and EU conference materials • Speaker slot at the opening ceremony • 5 VIP seats for opening ceremony • Conference entry for 10 participants • Company marketing materials in conference bags Shea Expo 2020 table • Company logo highlighted on presentation screens • Displayed company banner • One year GSA membership
Gold Sponsor \$15,000+	<ul style="list-style-type: none"> • Enlarged logo on Shea 2020, U.S. and EU conference materials • 4 VIP seats for opening ceremony • Conference entry for 7 participants • Company marketing materials in conference bags • Shea Expo 2020 table • Company logo highlighted on presentation screens • Displayed company banner • One year GSA membership
Silver Sponsor \$10,000+	<ul style="list-style-type: none"> • Logo on Shea 2020, U.S. and EU conference materials • 1 VIP seat for opening ceremony • Conference entry for 5 participants • Company marketing materials in conference bags • Shea Expo 2020 table • One year GSA membership
Bronze Sponsor \$7,500+	<ul style="list-style-type: none"> • Logo on Shea 2020, U.S. and EU conference materials • Conference entry for 3 participants • Company marketing materials in conference bags • Shea Expo 2020 table • One year GSA membership
Contributor \$5,000+	<ul style="list-style-type: none"> • Logo on Shea 2020, U.S. and EU conference materials • Conference entry for 1 participant • Company marketing materials in conference bags • Shea Expo 2020 table • One year GSA membership

- Interested in new business opportunities?
- Looking for exhibition opportunities?
- Do you want more exposure for your organization?
- Would you like to attend as a speaker?
- Are you a journalist interested in coverage of Shea 2020?

Join us in Lomé!

REGISTER HERE

Conference Registration Fees:

- Women's Groups: \$100 (including one year membership)
- GSA Members: \$250 (including one year membership)
- Non Members: \$200

**For more information,
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