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Global Shea Alliance Announces Its Annual Conference, Shea 2022

TOGO, Lomé – Global Shea Alliance (GSA), advocates in promoting industry sustainability, quality practices and standards, and demand for shea in food and cosmetics, will host its annual conference, Shea 2022, on June 6th-8th 2022 in Lomé, Togo.

This year's theme "*Growing the Future: Strengthening resilience and restoration*" celebrates the fortitude the industry has exhibited over the last 2 years and highlights the growing demand of shea, made possible through improved technologies, increased utilization in the food and personal care sectors, growing consumer awareness and new legislation taking effect around the world. The conference will expand on building resilience in the industry through improved parkland management, shea supply and processing expansion while opening dialogue about the growth direction of the future in the industry for the next decade.

"We are pleased to finally be able to meet industry professionals in person and advance the future of the shea industry. This year's conference will be exciting as great strides have been made that will greatly affect the future outlook of the industry and its effects on the various shea stakeholders" said **Simballa Sylla, President of the Global Shea Alliance**. *"Attendees will be part of efforts to strategize a more resilient future for shea, expanding on new laws and policies that will positively affect the industry".*

The conference sub themes are

- **Strengthening Resilience:** Historically this has meant facing challenges in terms of declining tree populations affecting supply but over the last few years the industry has learnt some hard lessons about disruption and perseverance but with good strategies, will move in new directions and adapt to change. Strengthening resilience will build on great adaptation strategies like tree planting, farmer managed natural regeneration, integrated agricultural systems and parkland management through the Action for Shea parklands initiative. All of these strategies are dependent on the shea women across Africa whose hard work through difficult times has inspired the need for a more resilient value chain.
- **Building New:** Maximizing the benefits of new EU and inter continental regulations and other new market opportunities, that will increase the demand of shea over the coming years from food and cosmetic companies

The 3-day event is expected to attract 250-350 participants both in person and online and will feature presentations from seasoned industry professionals on the above topics.



SPECIAL FEATURES

The conference will feature special events to expand the knowledge and network of shea stakeholders.

- B2B Networking: Business to business meetings between stakeholders in the shea industry
- Shea Expo 2022: SMEs will have the opportunity to showcase their products and demonstrate the benefits of shea
- SMEs trainings: Trainings for startup entrepreneurs to grow and expand their businesses with good business practice, documentation, product formulation, packaging and shea oil production
- The Shea Village Experience: A first time ever experience that demonstrates the step-by-step shea butter making process to attendees.

To learn more about the event contact c.laird@globashea.com

About Global Shea Alliance

The Global Shea Alliance is a non-profit industry association with 706 members from 36 countries including women's cooperative groups, brands and retailers, suppliers and NGOs. Through PPPs, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

For more information, please visit <http://www.globalshea.com/>