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Global Shea Alliance Launches SHEA 2026 Conference in Tamale, Signaling New Momentum for the Global Shea Industry

Tamale, 17 March 2026: The **Global Shea Alliance (GSA)** officially launches **SHEA 2026: Beyond Borders**, its flagship annual conference, in Tamale. A standout feature this year is GSA's collaboration with **Ghana's 24-Hour Economy initiative**, a national strategy designed to boost productivity, create jobs, and drive industrial growth by encouraging businesses and services to operate round the clock. Bringing together industry leaders, women's co-operatives, private sector actors and development partners, **SHEA 2026** provides a platform for meaningful dialogue, knowledge exchange and collaboration across the entire shea value chain.

The launch event was officially opened by the Northern Regional Minister, **Honorable Ali Adolf John Mburidiba** highlighting the strategic importance of northern Ghana in the global shea industry. The region is home to millions of shea trees and thousands of women whose livelihoods depend on shea collection and processing, making it a critical hub in the global value chain.

SHEA 2026 will take place from **27–29 April 2026 at the Accra International Conference Centre in Accra, Ghana**, bringing together stakeholders from across Africa, Europe, North America and Asia to explore new opportunities in trade, investment and innovation in the shea industry.

In its 18th year, the Conference remains the leading global platform for dialogue and business in the shea sector. Under the theme '**Beyond Borders**,' the 2026 edition will focus on strengthening cross border collaboration, responding to evolving regional policies and unlocking new opportunities across food, cosmetics and industrial markets.

The conference will feature **panel discussions, training sessions, exhibitions, field visits as well as the Deal Room**, a curated space where buyers, suppliers, financiers and service providers can engage in targeted business meetings designed to build partnerships and unlock new commercial opportunities across the shea value chain.

Speaking ahead of the launch, the Managing Director of the GSA says "*The future of the shea sector depends on stronger collaboration, smarter investment and policies that unlock the full potential of the value chain. SHEA 2026 will provide the space where these conversations translate into action.*"

About the Global Shea Alliance

The Global Shea Alliance is a non profit industry association with **849 members from 36 countries**, including women's co-operative 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>.