



**FOR IMMEDIATE RELEASE**

### **Global Shea Alliance Organizes National Shea Conference and Opens New Annex Office in Togo**

**ACCRA, GHANA, November, 23, 2021**—The Global Shea Alliance (GSA) in partnership with Shea Interprofession of Togo, Conseil Interprofessionnel de la Filière Karité du Togo and Enhanced Integrated Framework (EIF) is hosting the first ever two-day National Shea Conference on November 30<sup>th</sup> and December 1<sup>st</sup>, 2021. The event themed "**Connecting the shea industry in Togo to the global industry**" will be officially launched along-side the GSA's office annex on November 29<sup>th</sup>, 2021 by Her Excellency, Victoire Tomegah Dogbe, the Prime Minister of Togo.

The launch of the office annex is tied to the GSA's 5-year (2020-25) strategic plan which seeks to improve business skills of women collectors, restore degraded parklands, boost local-value addition in the region, harmonize policies to improve intra-Africa and international trade and secure contributions to support industry sustainability initiatives. Additionally, the office annex will help the GSA deliver the much-needed technical support to current and prospective members in Togo and neighboring countries like Benin, Burkina Faso, Mali, help strengthen our partnership and relationship with governments, donor organizations and other key stakeholders as well as support national associations in the region.

*"I am elated at the many opportunities that opening this office will bring. It connotes the progress and expansion of the GSA as an industry association and brings into focus shea as a growing international commodity."* said **Simballa Sylla President at GSA**. *"The team has done good work so far connecting stakeholders across Africa and globally. We hope opening a center curated to our francophone members will further boost investments and advance shea processing in the region"*.

The National Shea Conference hosted as part of the PRADCIFK initiative will draw in industry players and experts across the region. The conference agenda will address current challenges facing the Togolese shea industry, opportunities to improve processing and exports, accessing new investments as well as job creations through shea. The conference will feature technical trainings on export requirements for Asian and African markets, exhibitions, and a field visit to one of the largest shea processors in Togo.

*"To sustain industry-wide growth, conferences like these are very important and need to happen progressively. It provides stakeholders and investors alike the platform to assess current systems and practices while identifying opportunities for growth and innovations",* said **Aaron Adu, the Managing Director at GSA**, *We encourage members, partners and key stakeholders to join the discussion and contribute to the strategic direction of the industry"*

For more information, kindly contact Emefa Ababio, GSA Communication Officer at [e.ababio@globalshea.com](mailto:e.ababio@globalshea.com)



## **NOTES TO EDITORS**

### **About Global Shea Alliance**

The Global Shea Alliance (GSA) is a non-profit industry association with 706 members from 36 countries including women collectors and processors, brands and retailers, ingredient suppliers, civil society, research institutions, and policy makers. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and the demand for shea in food and cosmetics. For more information, please visit <http://www.globalshea.com/>.

### **About PRADCIFK**

Supporting the Inclusive Commercial Development of the Shea Value Chain (PRADCIFK) is a US\$3.6 million regional program launched in partnership with the Enhanced Integrated Framework, (EIF). This initiative facilitates exports of shea kernels and value-added shea products from Benin, Burkina Faso, Mali, and Togo. It will stimulate pro-poor growth by expanding demand for value-added shea products, supporting small businesses to access international markets, and improving trade-related incomes for women collectors and processors.