



**SHEA 2024**  
BRIDGING THE GAP

FOR IMMEDIATE RELEASE

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## The Global Shea Alliance Announces its Annual Conference: Shea 2024

**NIGERIA, Abuja** – The Global Shea Alliance (GSA), the non profit industry association with a mission to promote sustainability, quality practices and standards for shea in food and cosmetics, is pleased to announce the launch of its annual conference, Shea 2024. The event will be held on **5th-7th March, 2024** at the NAF Conference Centre and Suites in Abuja Nigeria.

This year's theme '*Bridging the Gap*' is centered on closing the divide between the visionary goals of the shea industry and the urgent need for practical action. As the shea sector experiences significant growth, we are committed to addressing and overcoming the challenges that limit market expansion, supply stability, resource management, climate adaptation, financing, women's economic empowerment and more.

*"Over 10 years ago the GSA began with a set of structures built to advance women in the industry and we have come a long way by improving our processes with input from shea beneficiaries,"* said **Mamatou Djaffo, President of the GSA**. *"At Shea 2024 we will be targeting discussion on parkland management, resource conservation, women's economic empowerment, youth involvement, digitalisation strategies and effective trade policies to further unearth potential in the shea value chain."*

The conference will bring together key stakeholders from across the shea industry to:

- **Identify Barriers**  
Examine the challenges and barriers that hinder the industry's progress toward sustainability, including insufficient investment, new market opportunities, weak policy frameworks and social inequalities.
- **Share Success Stories**  
Showcase examples of initiatives and projects that have successfully bridged the gap between the industry's vision and present reality, emphasising lessons learned and best practices.
- **Promote Collaboration**  
Foster partnerships among governments, NGOs, businesses and local communities to align efforts and resources towards a common goal of sustainability.



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The 3 day event is expected to attract over 500 participants and will feature presentations from industry professionals on the above themes.

### **SPECIAL FEATURES**

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

- B2B Networking: One to one discussions with exporters, producers, financial service providers, shipping companies, equipment suppliers, international brands and retailers
- Shea Expo: The Expo will offer SMEs the opportunity to present their products and demonstrate the benefits of shea to more than 400 participants.
- SME training: Training sessions to stay informed about the latest advancements in legislation, packaging, processing, export documentation, cosmetic formulation, marketing, labeling and shea oil production.
- Innovation Corner: Delegates will engage in hands-on sessions focused on topics such as organic fertilizer formulation, briquette making, efficient charcoal production and tailor made soap making.

To learn more about the event contact [c.laird@globashea.com](mailto:c.laird@globashea.com)

### **About Global Shea Alliance**

The Global Shea Alliance is a non profit industry association with 919 members from 39 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>.