

## Call for Applications

### Introduction

The Global Shea Alliance works to expand shea utilization worldwide through promotional activities including the Africa Cosmetics Exhibition. Every year, the Global Shea Alliance supports small and medium companies from Africa to participate in an international cosmetics trade show in order to meet potential new buyers and exporters. The event enables these SME's to establish strategic linkages that drives export from Africa to the rest of the world. Over the last 3 years, the project has connected over 100 small cosmetic businesses to 2000+ buyers from around the world. In 2018, the Global Shea Alliance aims to support small businesses to attend different cosmetic events around the world. The proposed events are as follows:

#### 1. ProBeauty Johannesburg: September 2-3 Johannesburg, South Africa



Probeauty is Africa's largest trade show for the beauty industry and gives participants a unique platform to conduct business, network, and source suppliers. In addition, Probeauty has the advantage of being focused on a specific industry allowing GSA members to better showcase their products. Included in their price, ProBeauty distributes a magazine with information about the different exhibitors.

#### 2. Dubai Organic and Natural Expo: November 18-20 Dubai, UAE



Middle East Organic & Natural Products Expo 2018 is the one and only event for organic and natural products in the in the Middle East and North Africa region. The event provides international companies from different sectors, instant access to a dynamic and expanding

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market of organic and natural products. For the past 14 years, exhibitors and visitors at Middle East Organic & Natural Product Expo have done business, launched new products and found new opportunities.

### 3. COSMETISTA Expo North & West Africa October 13-16, Casablanca - Morocco



Cosmetista Expo North & West Africa is the largest African trade show that brings together the stakeholders of the cosmetics, beauty and well-being professions. Cosmetista expo will

present 4 days of professional show with the latest techniques and trends in hair, body, makeup products. There will be side events to discuss new trends and presentation of the latest products and services innovations.

#### How to Apply

Please provide a one-page expression of interest mentioning the two preferred events for attendance and including the following items as an attachment:

- Company profile including history and relevant contact information (email and phone)
- Company logo
- Product range with price information and relevant pictures

In the expression of interest, please consent to the following conditions of participation:

- Provide 10 pictures of the event
- Provide a list of all business contacts made
- Utilize GSA branding at event
- Distribute GSA promotional materials at the event
- Submit a report highlighting key outcomes of the trip and follow-up items
- Provide boarding ticket and hotel receipt
- Pay 30% of total fees (approximately \$600 USD)

Please note that this is subject to availability of funding.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Please submit your expression of interest with the relevant attachments to Prince Nunoo, at [pnunoo@globalshea.com](mailto:pnunoo@globalshea.com) not later than July 30, 2018.*

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