The Global Shea Alliance is pleased to announce the 10th annual international shea conference, “Shea 2017: Seeds of Change,” to be held in Cotonou, Benin on March 13 and 14, 2017.

In just six years, the GSA, has grown to 410 members from 31 countries. The membership includes women’s groups, international food and cosmetic brands, suppliers, non-profit organizations, and research institutions. To support a young and growing industry, the GSA is seizing the opportunity to establish projects around the world that simultaneously expand markets and ensure a sustainable supply in Africa.

Our 2017 international conference will examine these “seeds of change” and their contributions to improve regional and global trade, increase income in producing communities, and conserve the local environment. With more than 500 participants annually, the GSA international conference is THE shea industry forum to learn best practices, meet contacts, develop new partnerships, launch projects, and gain visibility for your organization.
Breaking Barriers
Because trade volumes are relatively small on the global oils and fats landscape, the shea value proposition in food and cosmetic industries is underdeveloped and there are a variety of policies constraining market expansion. The GSA members as well as legal and scientific experts will present: (1) the latest research and innovations that highlight opportunities in product development; (2) exciting new marketing strategies to engage consumers; (3) ongoing policy advocacy initiatives; (4) latest data trends on growing global markets and the impact on producing communities.

Women’s Empowerment
The 16 million women who collect and process shea kernels have traditionally worked individually – storing kernels in their homes and selling in small quantities on local markets. Members will present activities that increase women’s income and well-being through the establishment of cooperatives. These activities include providing warehouses, business management trainings, linkages to wholesale buyers, and health and safety trainings. Participants will discuss implementation best practices and review activity results.

Sustainable Land Management
Nearly 2 billion shea trees grow naturally across 21 African countries in a 6,000 kilometer wide band just below the Sahara desert. The trees make up a landscape that supports the livelihoods of small-scale farming communities and is on the front line in the fight against climate change and desertification. The GSA members and experts will present latest research initiatives that establish best practices in agroforestry management, improve pollination, and promote biodiversity in parklands. Participants will discuss the impact of these exciting initiatives to increase shea tree populations, improve fruit yields, increase incomes, and establish greater food security.

Public Private Partnerships
The Global Shea Alliance implements its sustainability and promotional activities through partnerships including companies, donors, NGOs, and governments. A variety of partnerships will present the benefits of working collaboratively to share resources, technical expertise, and improve the quality of services to beneficiary communities.

Business-to-Business Forum
The Global Shea Alliance will facilitate a unique business-to-business forum, where participating businesses will be matched with other participants according to their interests.

Thinking Global, Marketing Local
Last year, the Global Shea Alliance trained more than 200 growing small businesses to develop finished products and capitalize on the growing demand for packaged soaps and skin creams in Africa. The GSA community will continue its efforts this year to support small businesses by offering workshops led by international brands and experts who will teach important formulation, packaging and labeling, marketing, business planning, and financing skills.

Shea Expo 2017
The conference will present the world’s largest exhibition of shea products and allied services including ingredients, finished products, and processing equipment at over 40 booths.
CONFERENCE REGISTRATION

Please fill out the form below to register for “Shea 2017: Seeds of Change.”

Full Name: ________________________________

Email: ________________________________

Company: ________________________________ Title: ________________

Address: ________________________________ City: ________________

Country: ________________ Phone: ________________

Language: ☐ English ☐ French

Field of work (select one):

☐ Civil Society Organization ☐ Retailer ☐ Collector ☐ Trader
☐ Mechanical Processor ☐ Refiner ☐ Consultant ☐ Shipper
☐ Government Agency ☐ NGO ☐ Brand ☐ Researcher
☐ Handcrafted Processor ☐ Exporter

Other (please specify): ________________________________

Pricing

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<th>Membership Only Per Participant</th>
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Cosmetic formulation training

This year’s conference will offer training in cosmetic formulation. The training, which is limited to 50 participants, will take place during all three days of the conference, and will cost an additional US$50.

If you would like to attend the cosmetic formulation training, you must register and pay in advance to reserve your seat. Please indicate your interest below:

Yes, I want to register for the cosmetic formulation training.
No, thank you. I will attend the general conference sessions.

Business-to-Business Networking

The conference will offer business-to-business meetings between stakeholders in the shea industry. Join us and take advantage of the opportunity to meet exporters, producers, non-profit organizations, financial service providers, shipping specialists, equipment suppliers for packaging and processing, and international brands!

Yes, I want to register for the B2B networking session.
No, thank you. I will attend the general conference sessions.
Select the category of business you are interested in meeting:

- Meet a company ready to export shea nuts
- Meet a non-profit organization
- Meet a service provider (certification, food safety, packaging solutions)
- Meet financial service providers
- Meet an exporter of shea butter
- Meet equipment suppliers
- Meet shipping lines

Field Visit

The field visit will take place on Wednesday, March 15, 2017 with participants visiting a large scale processing factory and tourist visit to the Ganvie village on Stilts.

The package is an additional US$100 per person, and includes transportation and food for the day.

- Yes, I want to register for the field trip.
- No, thank you.

Shea Expo 2017

Showcase your products, and demonstrate the benefits of shea to more than 500 participants and 1,000 additional visitors who will browse the booths at Shea 2016. Reserve your booth for US $250.

- Yes, I want to reserve a booth.
- No, thank you.

Please scan and submit your form to pnunoo@globalshea.com

When your form is submitted, you will receive a confirmation email with more information and payment details.

Pay on time to receive your badge and entry to the conference.
Why you should reserve an expo booth

• Showcase your products, and to demonstrate the benefits to more than 400 participants expected at Shea 2017 and 1000 other people who would walk in to visit the stands.
• Expose your brand to a wide variety of shea businesses
• Engage buyers and explore new business relationships and opportunities.

Your expo booth

All exhibitors will have a booth sized 3m x 2m (6m²) *

Your exhibition booth rental includes the following: one spot light, company name sign, one table with a table covering, two chairs, two power sockets.

*If you have specific requirements regarding size, please contact us.

Tips for a successful booth

• Showcase your collections to booth visitors and give away samples or tasters
• Display photos and banners to introduce your organization
• Bring information materials to introduce your products
• Provide visitors an incentive
• Create new relationships!

Reserve your booth today for $250. Email pnunoo@globalshea.com