

For Immediate Release

The GSA Signs US\$3.6 Million Agreement with EIF

The Global Shea Alliance (GSA), in partnership with the Enhanced Integrated Framework, (EIF) has launched a US\$3.6 million regional program – “*Supporting the Inclusive Commercial Development of the Shea Value Chain*” (PRADCIFK).

The initiative will facilitate 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.

The project aims for the following results:

- increase shea trade by 28,880 mt per year
- provide productive infrastructure and build the capacity of 30,660 women shea collectors and processors in the four countries
- support the export readiness of 2,180 SMEs
- improve trade engagement between Africa and Asia through the online market platforms, conferences, trade shows as well as policy initiatives.

This regional project will be implemented in close coordination with the EIF units in the four targeted countries.

Ratnakar Adhikari, Executive Director of the Enhanced Integrated Framework said: “Investing in and supporting the growth of the shea industry is key to promoting economic diversification, value addition and growth through regional trade in the selected least developed countries in West Africa.”

Badie Marico, the President of GSA, expressed optimism that the initiative would help to improve incomes of shea collectors and processors, as well as support the industry growth in regional and international markets.

www.globalshea.com

Global Shea Alliance Secretariat
PMB 35A Osu, Accra, Ghana
info@globalshea.com

Phone: +233 244 334 586
Fax: +233 302 782 231
facebook.com/GlobalSheaAlliance

About the Global Shea Alliance

The Global Shea Alliance (GSA) is a non-profit industry association with 500 members from 35 countries including women's groups, brands and retailers, ingredient suppliers, and NGOs. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

About the Enhanced Integrated Framework

The Enhanced Integrated Framework (EIF) is the only multilateral partnership dedicated exclusively to assisting least developed countries (LDCs) in their use of trade as an engine for growth, sustainable development and poverty reduction. The EIF partnership of 51 countries, 24 donors and 8 partner agencies works closely with governments, development organizations, civil society and academia. Together we leverage our collective know-how, reach and reputation to tackle the world's most pressing trade-for-development issues.

www.enhancedif.org

Contact:

Global Shea Alliance

Aaron Adu

Managing Director

Phone: +233 244340623

E-mail: aadu@globalshea.com

Enhanced Integrated Framework

Deanna Ramsay

Managing Editor – Trade for Development News by EIF

Phone: +1 785 371 6178

E-mail: deannamichelle.ramsay@wto.org