



**FOR IMMEDIATE RELEASE**

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## **The Global Shea Alliance Announces its Annual Conference, Shea 2023**

**COTE D'IVOIRE, Abidjan** — 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 its annual conference, Shea 2023. The event will be held on **June 12th - 14th, 2023** at the Radisson Blu Hotel, Abidjan Airport in Côte d'Ivoire.

This year's theme '*Building Resilient Supply Chains*' will explore how innovation, sustainability, and partnerships are critical to the availability of supply as the industry expands to meet increasing global demand. Participants will also discuss the influence of legislative opportunities as well as explore how the industry can better adapt to climate change and adeptly respond to other supply chain complexities.

*"Reflecting on the tremendous progress of the shea industry, I am immensely proud of what we have accomplished so far. Shea 2023 will offer an exceptional opportunity to build on that progress, learn, and share ideas on sustaining shea supply availability", said Mamatou Djaffo, President of the GSA, "From the beautiful skyline of Abidjan to the invaluable knowledge exchange, attending this conference is an experience that promises to be unforgettable. I hope that in time we would look back proudly on how the ideas that we jointly convinced at Shea 2023 have materialized and further strengthened our industry."*

The conference sub themes are:

- **Supply and Demand Resilience:** Resilient supply chains remain in balance in the face of shocks and disturbances despite external pressures to meet demand. Sustainability promotes resilience by efficiently using resources whilst protecting the environment and promoting women's empowerment. How can brands and suppliers respond to new markets in terms of functionality and sustainability, secure supplies and find opportunities to diversify supply networks and sources. How is the shea industry innovating to meet new demands and diversity? How are processors and SMEs growing capacity and securing markets?
- **Achieving Supply Chain Resilience through Regulation:** Supply chain resilience through regulation is a topic of growing importance in the business world. With global supply chains increasingly interconnected, a single disruption can have far reaching consequences. It is essential that businesses take a proactive approach to mitigating supply chain risk. One way of doing this is



through the implementation of regulations that ensure businesses are properly prepared for potential disruptions. What are the emerging trends in regulations? How can the industry stay up to date on the challenges they bring?

The 3 day event is expected to attract 350-500 participants and will feature presentations from industry professionals on the above themes.

## **SPECIAL FEATURES**

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

- B2B Networking: Business to Business meetings between buyers and sellers in the shea industry
- Shea Expo 2023: SMEs will have the opportunity to showcase their products and demonstrate the benefits of shea
- SMEs training: Training for entrepreneurs to grow and expand their businesses through Sustainable Financing, Managing Small Business Operations, Developing Standard Operating Procedures and Branding.
- Site Visit: Excursions to shipping port, processing factory and hand crafted shea butter center to get first hand experience of the shea supply chain activities.
- Innovation Corner: Practical sessions for co-operative members on creating additional income generating activities to help enhance productivity.

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 817 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>.