



Global  
Shea  
Alliance



# SHEA 2025

**THE FUTURE OF SHEA:  
CREATING A WIN WIN TRADE**

**MAY 19– 21 2025**

**PALAIS DES CONGRES,  
COTONOU, BENIN**

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The Global Shea Alliance (GSA) invites you to Shea 2025, the premier global gathering for the shea industry, taking place from May 19-21, 2025 in the vibrant city of Cotonou, Benin.

Under the theme, The Future of Shea: Creating a Win Win Trade, this year's event will explore pathways to sustainable growth - that benefits people, protects the planet and drives lasting business success.

Set against a rapidly evolving industry landscape, Shea 2025 comes at a pivotal moment. Shifting regulations, continuous innovation in processing, and the accelerating impacts of climate change are reshaping sourcing practices. With regulation, sustainability, and trade at the core of the discussion, the conference will spark meaningful conversations, ignite bold ideas, and drive actionable solutions that redefine industry practices—for lasting, win-win outcomes.

## Envisioning the Future of Shea Trade

At Shea 2025, industry leaders, policymakers, SMEs, women shea producers, academics, and civil society representatives will unite to shape a more equitable, sustainable, and resilient shea industry. We'll tackle pressing questions, including:




- What does an equitable shea trade truly look like?
- How can we ensure that economic growth goes hand in hand with environmental stewardship?
- How do evolving regulations unlock new market opportunities?
- What role does collective climate action play in restoring and revitalizing shea parklands?
- How can innovation drive value addition and market diversification while prioritizing sustainability?

## Key Themes Driving the Conversation

### 1. Adapting to Policy Shifts: Navigating Export Restrictions & Regulatory Landscapes

As regulations evolve, the shea industry must adapt to new policies, trade restrictions, and sustainability requirements. Shea 2025 will provide a platform to discuss the most pressing regulatory changes across key producing countries and their impact on global trade, sourcing practices, and business competitiveness.




### **Key Focus Areas**

-  **Understanding the latest export restrictions and trade policies**
-  **Collaborating with governments and industry stakeholders to shape fair regulations**
-  **Aligning with global sustainability frameworks and compliance requirements**

## **2. Balancing Economic Growth with Environmental Stewardship: Sustainable Trade**

With rising global demand, the shea industry faces the challenge of expanding production while safeguarding the environment. This theme will explore strategies for sustainable sourcing, climate resilience, and biodiversity conservation that allow economic growth to coexist with environmental responsibility.

### **Key Focus Areas**

-  **The impact of climate change on shea supply and long-term sustainability**
-  **Innovative business models integrating environmental stewardship**
-  **Restoration initiatives that enhance shea parklands while supporting producer livelihoods**

## **3. Global Trade, Local Impact: Expanding Markets Amidst Supply Dynamics**

As supply patterns shift, how can businesses navigate changing market dynamics, unlock new opportunities, and create lasting value for local communities? This theme will explore how global trade can drive inclusive economic growth, investment, and value addition while ensuring the benefits reach producers, women's cooperatives, and rural communities.

### **Key Focus Areas**

-  **Strengthening shea supply chains to ensure resilience and sustainability**
-  **Unlocking new markets in East Africa and underutilized regions of West Africa**
-  **Value addition and local processing to increase competitiveness and economic impact**

## Engage and Connect



**Panel Discussions:** Engage in insightful discussions featuring experts, practitioners, and thought leaders in the shea industry. Topics include parkland management, resource conservation, women's economic empowerment, youth involvement, digitalization strategies, accessing new markets and advocating for effective trade policies.



**Workshops and Case Studies:** Participate in interactive workshops and learn from real world case studies that highlight successful sustainability initiatives and their measurable impacts.



**Innovation Showcase:** Discover cutting edge technologies and innovative solutions that can catalyse sustainable practices within the shea industry.



**Networking Opportunities:** Build valuable connections with industry peers, potential partners, and experts who can contribute to your organisation's sustainability journey.

## Special Features



### ***B2B Networking***

Engage in one to one discussions with exporters, producers, financial service providers, shipping companies, equipment suppliers, international brands and retailers. Business meetings will be facilitated, fostering connections between industry stakeholders and the shea industry.



### ***SME Training***

Entrepreneurs and SMEs can engage in training sessions to stay informed about the latest advancements in legislation, packaging, processing, export documentation, cosmetic formulation, marketing, labeling and shea oil production.



### ***Shea Expo***

The Expo will offer SMEs the opportunity to present their products and demonstrate the benefits of shea to more than 500 participants.



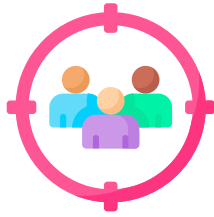
### ***Innovation Corner***

Delegates will engage in hands on sessions focused on topics such as organic fertiliser formulation, briquette making, efficient charcoal production and tailor made soap making. These practical sessions are designed to boost the productivity.

## Key Figures from Shea 2024



31 speakers



471 participants



50 exhibitors



Representation from 14 countries



B2B attended by 850+ industry professionals



10% conference discount if registered and paid by 28 February 2025



Shea25? Showcase your brand, enhance your visibility and enjoy exclusive benefits like reduced registration fees. Contact Kena, [kasarekena@globalshea.com](mailto:kasarekena@globalshea.com)



For more information, contact Cindy, [c.laird@globalshea.com](mailto:c.laird@globalshea.com)

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