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PRESS RELEASE

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The sixth annual shea industry conference is coming! Shea 2013: Global Perspectives set for Abuja, March 4-6, 2013

Accra, Ghana, February 20, 2013 – “Shea 2013: Global Perspectives,” the sixth annual conference of the Global Shea Alliance, will take place in Abuja, Nigeria, March 4-6, 2013, the Global Shea Alliance announced today.

“We’re very excited to host Shea 2013 in Abuja,” said Dr. Mu’azu Babangida Aliyu, Governor of Niger State. “Nigeria welcomes stakeholders with open arms and assures you of our support and an exceptional experience in an important part of the shea world.”

“The conference allows all of us in the industry to discuss, ideate on issues at hand and present the solutions to resolve them,” said Fatima Alimohamed, general manager of Ghana Specialty Fats.

More than 15 million women across West Africa participate directly in the shea industry – millions collect shea nuts across the savannah area stretching from Senegal to Uganda and South Sudan, the three million square kilometre “shea zone.” And millions make shea butter that millions more West Africans consume daily – in food and skin care products.

“Shea is critical to the livelihoods of millions of women in West Africa,” said Eugenia Akuete, president of the Global Shea Alliance.

Shea exports have only grown over the last 10 years and more and more shea businesses have started up as a result. The conference theme – “Global Perspectives” – reflects the need for companies to understand all of the market forces affecting the industry. “The annual conference is the most important shea industry event of the year,” said Mark Davis, Director Community Fair Trade for The Body Shop, a natural and ethical beauty brand. “It brings everyone together to share information and ideas and gain insights on what shapes the shea business.”

The conference will address the economic, social and environmental aspects of shea. Speakers will discuss virtually all aspects of the business today: sourcing logistics, quality regulation, processing innovations, business modelling, social accountability, sustainability marketing, cosmetic formulation, soap-making, biodiversity and parkland enrichment, and much more.

Sheraton Hotel will host Shea 2013: Global Perspectives. More than 400 stakeholders are expected.

Online registration will open soon on the Global Shea Alliance website. Updates will also be posted on Twitter (@GlobalShea) and Facebook (facebook.com/globalshea).

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