



NILOTICA SHEA

UNLOCKING GROWTH AND OPPORTUNITY

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Why this strategic partnership is timely

Global demand - shifting towards traceable, ethical & differentiated botanical ingredients

Nilotica shea is **uniquely** positioned for premium skincare and ingredient **innovation**

Nilotica supply remains **under-leveraged** within global shea trade

Uganda is positioned strategically to be the reference origin for premium nilotica shea

NiSA is building the coordination architecture for origin-level market readiness

GSA provides global convening power, standards credibility and buyer access



Nilotica's Differentiation: Functionality & Heritage

KEY PROPERTIES

- Soft, luxurious texture
- High oleic acid profile
- Rapid absorption, low greasiness
- Mild natural scent
- Rich bioactive fractions

CURRENT MARKET USES

- Premium skin & body care
- Hair & scalp wellness
- Clean beauty & wellness innovation

TRADITIONAL USES

- Skin nourishment and body care
- Maternal and infant care
- Food oil additive and cooking oils
- Protection from harsh dry climates



Proposed Collaboration Architecture

- I. **Trade Development & Market Access** – buyer engagement, matchmaking, premium positioning
- II. **Standards, Compliance & Supply Integrity** – origin specs, QA systems, traceability
- III. **Sustainability, Restoration & Climate Resilience** – landscape protection, biodiversity, women-led stewardship
- IV. **Investment & Sector Intelligence** – supply mapping, data systems, donor/private capital mobilization



Short - Medium Term Priorities

- Develop a joint nilotica quality and sourcing framework
- Launch a global buyer education initiative
- Implement a traceability and cooperative pilot
- Initiate a West–East Africa learning exchange
- Co-develop a landscape restoration model
- Align presence at priority global tradeshows



SHARED VALUE CREATION

Strategic Value for NiSA

- Accelerated access to global buyer & technical networks
- Stronger standards adoption
- Faster institutional maturity
- Enhanced investor/donor confidence
- Cross-market learning

Strategic Value for GSA

- Stronger East African integration
- Expansion of premium nilotica market share
- Stronger sustainability & biodiversity leadership
- Broader women-led impact pathways

A stronger East African nilotica ecosystem strengthens the global shea industry as a whole



A PARTNERSHIP TO DEFINE THE FUTURE OF NILOTICA

The next phase of global shea growth provides an opportunity to:

- Differentiate by origin
- Innovate
- Build stronger sustainability systems
- Expand resilient landscapes
- Support further women-led supply chains
- Nurture long-term sustainable trade partnerships



Thank you!

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