
WORKSHOP ON PACKAGING FOR SHEA BEAUTY PRODUCTS

INVITATION TO ATTEND

The ITC SheTrades in the Commonwealth project, funded by the UK Department for International Development (DFID), is organizing a 2-day workshop on packaging for Shea beauty products. The workshop will take place on:

Dates:

Monday 13 - Tuesday 14 May 2019

Location:

(Address to be confirmed), Abuja, Nigeria

Schedule:

08:30 – 16:00

Objectives

Poor packaging and labelling is one of the main reasons for the failure of locally manufactured products to compete favourably with imported ones. Improving packaging will help you better protect your product, improve the perception by customers, strengthen your brand, enter new market places, and ultimately improve the competitiveness of your company and increase your market shares.

The objective of this workshop is to provide guidance to women-owned companies in the Shea beauty sector on appropriate packaging systems contributing to improve their efficiency, profitability and the sustainability of their business.

This training will mix packaging knowledge and good practices with tools and methodologies on how to improve your packaging system.

Application Format

All interested women entrepreneurs in the Shea beauty products should register on CONVERVE (<https://shetradescommonwealth.converve.io/registration.html>).

Deadline for submission of applications is Monday, 06 May 2019 at 12 noon.

For any enquiries, please contact stcommonwealth@intracen.org, with the subject line - PACKAGING WORKSHOP ON SHEA BEAUTY PRODUCTS

Who Should Attend

Women entrepreneurs active in the shea beauty products and willing to improve their packaging to differentiate their products and enter new market places.

Requirement

- 1/ Be a member of SheTrades Commonwealth
- 2/ Be an active entrepreneur in the Shea beauty products
- 3/ Bring samples of your packaging, labels, business cards and brochures to the workshop

Trainers:

M. Frederic Couty, Senior Adviser, Sustainable and export Packaging, Internationale Trade Centre (ITC). M. Couty has 17 years of experience in the field of packaging, mostly in the private sector. He owns a Packaging Engineering degree from France and a Master in Business Administration from HEC Montreal, Canada.

M. Paul Akande is an agribusiness specialist and holds a Master degree in Agricultural sciences from Wageningen University in the Netherland. He followed an accelerated training of trainers in Packaging delivered by Mr. Couty in 2017.

M. Kayode Oluwafemi is a Marketing and business development specialist with extensive experience in coaching companies. He owns a Master in Business Administration in Marketing from Enugu state University of Science and Technology, and he followed the accelerated training of trainers in Packaging delivered by Mr. Couty in 2017.

Logistic

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Venue: Lunch and tea breaks provided free of charge

Topics

Packaging functions: Review illustrated with examples of 6 packaging functions along the supply chain

Packaging materials: Different packaging materials, their characteristics, how to select the right material

Labels and design: Branding, regulatory requirements, bar coding, purchasing

Packaging equipment for: filling, capping, label application, coding

Packaging for transportation: Boxes / Pallets / Containers / Transportation

Methodology: how to design a packaging solution