

The USAID Southern Africa Trade Hub: Enhancing Economic Growth and Food Security through Trade

Lesotho



Duration

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The USAID Southern Africa Trade Hub: Working in Lesotho

The goal of the United States Agency for International Development (USAID) Southern Africa Trade Hub is to increase international competitiveness, intra-regional trade, and food security in Southern Africa. The Trade Hub is working with Lesotho to improve standards to facilitate export and improve the investment climate.

Support for Trade Policy and Remedies: The Trade Hub has been supporting the Lesotho Ministry of Trade and Industry in designing and delivering training courses on capacity building to comply with the World Trade Organization's (WTO) Agreement on Trade Facilitation. The Trade Hub has also been requested to provide forums for Lesotho's government to fully engage the private sector in the development of a national trade policy for Lesotho, and the establishment of a national body for Tariff and Trade Remedy Investigations.

Improving the Business Enabling Environment: The Trade Hub helped the Lesotho Department of Standards and Quality Assurance launch an effective World Trade Organization Technical Barriers to Trade National Enquiry Point (NEP) in November 2014. An NEP is a reference collection of technical regulations, standards, and certification procedures to improve the ease of trade. The Trade Hub also provided technical assistance to improve the standards development process; strengthen the legal and regulatory framework; and enhance outreach and communication efforts to involve the private sector.

Lesotho Investor Roadmap: The Trade Hub supported Lesotho in developing an Investor Roadmap that identified the most critical and significant constraints on stimulating investment and enhancing economic growth in Lesotho. In May 2015, in partnership with the Lesotho National Development Corporation (LNDC) and the Department of Policy and Strategic Planning, the Trade Hub conducted an investor roadmap audit and developed an Investor Climate Reform Communications Strategy to communicate Lesotho's progress on its Investor Roadmap goals to implementers and the private sector.

Textiles and Apparel: Lesotho participates in the Trade Hub-supported annual Source Africa textile and apparel trade show, and in February 2015, the Trade Hub supported the participation of six textile and apparel companies from Lesotho in MAGIC Las Vegas, the largest fashion trade show in the world. To prepare companies to make the most of their participation, the Trade Hub also facilitated pre-event training, exhibition support, and matchmaking. The Trade Hub assists Lesotho companies to meet international standards by sponsoring training on Worldwide Responsible Accredited Production (WRAP), and developed a SWOT Analysis for the sector in Lesotho to assist in driving a targeted investment promotion strategy. (November 2015)

