

WOMEN MEAN BUSINESS

The Case of Lesotho Young Women
Entrepreneurs

OUTLINE

- ▣ Background
- ▣ Role of Private Sector & LCCI
- ▣ Individual Role
- ▣ JCI in Lesotho
- ▣ Challenges
- ▣ Opportunities
- ▣ Recommendations

BACKGROUND

- ▣ 2 million people
- ▣ GDP ratio +100%
- ▣ LDC
- ▣ World Proximity; land-locked but reasonably land-linked to ports
- ▣ Member of global trade agreements (AGOA, EU-EPA, SADC, SACU) but Economy undiversified
- ▣ WB doing business= 136

LCCI ROLE

- ▣ Major Role: Through LCCI Lesotho has made modest progress in improving enabling trade & business environment through;
 - Encouraging “One Team” for Private Sector
 - Assist access to finance
 - Assist on compliance through education campaigns
 - Encourage cooperation with Gov (e.g. LRA, LNDC, Ministry of Trade, etc)

INDIVIDUAL ROLE

Background & Journey

- ▣ Street Vending
- ▣ Profits of which =Infrastructure and current business
- ▣ Influenced inner drive to assist Young Women to start businesses

Lessons & Initiatives:

1. Need to start somewhere, no matter how small
2. Can succeed & grow despite challenges
3. Vision & Implementation of JCI Lesotho
4. Influenced Lesotho Government:
 - To make it easy to access finance through Business Partnership Forum
 - To create a conducive trading & legal environment

CHALLENGES

- ▣ Geographical Proximity
- ▣ Lack of Access to Finance
- ▣ Political will

JCI IN LESOTHO

Rationale; Need for

- ▣ Legacy of good entrepreneurship
- ▣ Leadership skills
- ▣ Social responsibility
- ▣ International Relations for trade
- ▣ Projects & Development initiative
- ▣ Innovation for business & national development

OPPORTUNITIES

- ▣ Investor opportunities;
 - Untapped resources; diamonds, water, sandstone
- ▣ Basotho Women Entrepreneurs are
 - determined & have initiative
 - Change drivers for Lesotho Economy
- ▣ Lesotho produces organic products

RECOMMENDATIONS

- ▣ Join Hands with Basotho Women Entrepreneurs
- ▣ Call for Development Partners (WTO, WCO, etc,) to
 - Influence Political will
 - Strengthen Partnership Arrangements with Private Sector
- ▣ More such initiatives by ICC to encourage small/LDC's Chambers

THANK YOU