



Lesotho's textile and apparel industry remains a critical driver of jobs and exports

## Lesotho's textile and apparel industry stands at a crossroads

Uncertainty over the renewal of the African Growth and Opportunity Act (AGOA) and the imposition of a 15% U.S. tariff on Lesotho's exports have placed intense pressure on manufacturers. Several major exporters have had to cut jobs as orders from the U.S. slow down.

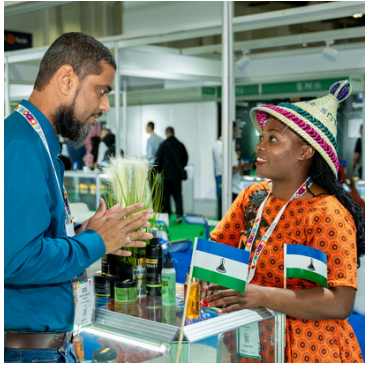
While awaiting the U.S. decision on AGOA, the Lesotho National Development Corporation (LNDC) is working tirelessly to safeguard livelihoods, strengthen competitiveness, and open new market opportunities for Basotho-made products.

### Diversifying Beyond the U.S

Through strategic buyer linkages and participation in trade fairs, LNDC is helping textile and apparel companies tap into the SACU market as a gateway to the African market under the AfCFTA, as well as the UK, EU, and other international markets.

### Global Trade Engagements

At Expo 2025 Osaka, leads have already been generated, linking potential buyers with Lesotho producers. Backed by the Regional Value Chains Lesotho (RVCL+) project – co-funded by the EU and German Government and implemented by GIZ – Basotho-led enterprises have gained exposure at high-profile events such as the Middle East Organic and Natural Expo, Allfashion Sourcing, SADC Industrialization Week and Afrika-Tage Wien in Austria.



Our mission is to keep Lesotho competitive in a fast-changing global trade environment while protecting livelihoods

### Looking Ahead

LNDC is spearheading preparations for Lesotho's participation at the 2025 Intra-Africa Trade Fair (IATF) – a prime platform to showcase products, attract investment, and forge partnerships across Africa.

We remain steadfast in supporting Lesotho's manufacturing sector, nurturing industrialists, and positioning the country as a competitive player in regional and global value chains.

Eye on our Industrialists

Jonsson Workwear: Connecting Workers to the Digital World

At LNDC, we celebrate industrial partners who not only create jobs, but also invest in the growth and wellbeing of their people. Jonsson Workwear's Hello Connect campaign is a prime example, giving thousands of employees at its Jonsson Manufacturing Lesotho (JML) facilities access to affordable smartphones, bridging the digital gap, and opening doors to learning, communication, and opportunity. From discounted devices with salary-friendly payment plans to free workplace Wi-Fi, the initiative aims at transforming how employees connect and learn both inside and outside the workplace. 2776 employees have already signed up, underscoring the power of technology to drive inclusion and upliftment. We commend JML for making digital access part of their commitment to building a better life for their employees.

