



# Draft Programme of Work

**Enhancing the Capacities of Lesotho MSMEs to Leverage Regional Trade Agreements and the African Continental Free Trade Area (AfCFTA)**

**28-30 September 2026, Maseru, Lesotho**

## Day 1

### 28 September 2026 - Market Intelligence and Export Opportunity Identification (ECA-led)

| Time        | Session                                                                 | Lead                                                |
|-------------|-------------------------------------------------------------------------|-----------------------------------------------------|
| 08:30–09:00 | Registration                                                            | Secretariat                                         |
| 09:00–09:45 | Welcome remarks – Workshop Overview / AfCFTA continental perspective    | <b>ECA- Ms Eunice Kamwendo</b>                      |
|             | Remarks – AfCFTA Implementation / National perspective                  | <b>UNDP - Dr. Jacqueline Saline Olweya</b>          |
|             | Remarks – UN System perspective                                         | <b>UNRCO - Ms Taija Mari Johanna Kontinen-Sharp</b> |
|             | Opening remarks                                                         | Government of Lesotho                               |
| 09:45–10:00 | Photo Session                                                           |                                                     |
| 10:00–11:00 | Introduction to ITC Market intelligence tools                           | <b>Mr Lira Khalala</b>                              |
| 11:00–11:15 | Break                                                                   | —                                                   |
| 11:15–12:30 | Identification of priority export markets within Africa under AfCFTA    | <b>Mr. Lira Khalala</b>                             |
| 12:30–13:30 | Lunch                                                                   | —                                                   |
| 13:30–14:00 | Presentation on the SADC SME Strategy                                   | <b>Dr Johansein Rutaihwa</b>                        |
| 14:00–15:30 | Analysis of tariffs, non-tariff measures, and market entry requirements | <b>Mr. Lira Khalala</b>                             |
| 15:30–15:45 | Break                                                                   | —                                                   |
| 15:45–17:00 | Hands-on session on data-driven export planning and                     | <b>Mr. Lira Khalala</b>                             |

|             |                                      |     |
|-------------|--------------------------------------|-----|
|             | sector-specific export opportunities |     |
| 17:00–17:30 | Day 1 Wrap up and Q&A                | ECA |

## Day 2

### 29 September 2026 - Trade Rules and Compliance: SPS/TBT and Rules of Origin (ECA-led)

| Time        | Session                                                                           | Lead                                                                                                                                                              |
|-------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00–09:15 | Recap of Day 1                                                                    | ECA                                                                                                                                                               |
| 09:15–10:45 | Market opportunities in Southern Africa and on the Continent                      | Executive Director of the National Clothing Retail Federation of South Africa - <b>Mr Michael Lawrence</b><br><br>SADC Secretariat- <b>Dr. Johansein Rutaihwa</b> |
|             |                                                                                   |                                                                                                                                                                   |
| 10:45–11:00 | Break                                                                             | —                                                                                                                                                                 |
|             |                                                                                   |                                                                                                                                                                   |
| 11:00–12:30 | Overview of African trade architecture: SACU, SADC FTA, and AfCFTA                | SACU Secretariat- <b>Mr. Terence Mabaso</b><br><br>SADC Secretariat- <b>Ms Motheba Malibeng</b>                                                                   |
| 12:30–13:30 | Training on SADC and AfCFTA Rules of Origin and certification processes           | Revenue Services Lesotho(RSL)                                                                                                                                     |
| 13:30–14:30 | Lunch                                                                             | —                                                                                                                                                                 |
| 14:30–15:45 | Compliance with SPS and TBT requirements and export certification                 | <b>Dr. Lomkhosi Dineo Mkhonta</b><br><br><b>Dr. Molatela</b>                                                                                                      |
| 15:45–16:30 | (On-site) Advisory support for MSMEs on pricing, contracts, and export procedures | ECA/UNDP                                                                                                                                                          |
| 16:30–16:45 | Break                                                                             | —                                                                                                                                                                 |
| 16:45–17:15 | Day 2 wrap-up and Q&A                                                             | ECA                                                                                                                                                               |

## Day 3

### 30 September 2026 - Business-to-Business (B2B) Seminar and Market Linkages (UNDP and UNRCO-led)

| <b>Time</b> | <b>Session</b>                                                            | <b>Lead</b>                              |
|-------------|---------------------------------------------------------------------------|------------------------------------------|
| 09:00–09:30 | Opening remarks launching the B2B seminar                                 | Government of Lesotho officials          |
| 09:30–12:30 | MSME product exhibition and showcase set-up                               | MSMEs / Ministry/UNDP                    |
| 12:30–13:30 | Lunch and continued exhibition viewing                                    | —                                        |
|             |                                                                           |                                          |
| 15:00–16:00 | Identification of potential supply agreements and follow-up opportunities | Buyers / MSMEs                           |
|             |                                                                           |                                          |
| 16:45–17:15 | Closing remarks and next steps                                            | Government of Lesotho / UNRCO/ UNDP /ECA |