

## Country Introduction



The Kingdom of Lesotho is a country located in the southern part of Africa. It is a landlocked country surrounded by the Republic of South Africa. The entire land surface of the country lies above 1400 metres above sea level making it the highest lowest point worldwide. The country possesses unique characteristics and natural assets with intrinsic value. Opportunities for clean energy, water exports, agriculture, and tourism abound due to the country's landscape and human endowments. Mountainous areas dominate the topography of Lesotho with the highlands covering around 65% of the land area at elevations ranging between 2300 and 3482 metres.

Lesotho is a constitutional monarchy with a parliamentary system of government. King Letsie III is the Head of State and plays a ceremonial role, while the Prime Minister is the Head of Government. Lesotho is one of the only three remaining monarchies in Africa. It was founded by King Moshoeshoe 1 in 1824. It gained independence from the British Government in 1966 after 100 years of colonial rule.

An individual in Lesotho is known as a Mosotho, the people (as a collective) are called Basotho, and the language is Sesotho. English is also commonly used, especially in government and education.



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# LESOTHO PAVILION



## Experience Elevation

We invite you to dive in and explore all the Mountain Kingdom has to offer. From vast investment opportunities to tourism and beyond, we are open for business.

## Exhibition Concept

The title of the exhibition pavilion “Experience Elevation” is based on Lesotho Nation Brand's tagline which was inspired by Lesotho's unique topography - High Elevation, the highest lowest point at 1400m above sea level, mountainous landscape, arable land for production of organic agro-products, and clean air and water. The pavilion addresses the following objectives;

- Trade and investment promotion
- Promotion and exchange of best practices in tourism, culture and traditions.
- Promotion of the image of the country through Nation Branding
- Showcasing the main projects depicting the sub-theme “connecting lives” .

The pavilion showcases innovative technologies and sustainable infrastructure aligning with industrial development plans, sustainable practices through adopting climate-smart, agricultural production, Lesotho's infrastructural development, and product innovation from water and renewable energy resources.

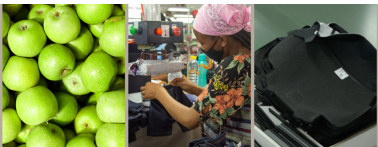
It exhibits sustainable initiatives on eco-friendly practices to preserve tourism sustainability and showcases an array of artistic performances depicting rich heritage and culture of Basotho resulting in peace and harmonious living that promote inclusivity. The pavilion showcases products, activities and events depicting the nature and lifestyle of Basotho as a tool to build the nation's image.



## TRADE AND INVESTMENT

Lesotho offers a free enterprise and market economic system, a

stable and investor friendly macro-economic environment. Through Lesotho National Development Corporation (LNDC), its main Investment & Trade Promotion Agency responsible for promoting Lesotho as a preferred investment and sourcing destination, Lesotho supports investments in agriculture & agro-processing, manufacturing, tourism and creative industries, information technology and green energy sectors. The sectors are incentivised by sufficient labour supply coupled with competitive wage rates and good tax regime; entered into Double Taxation agreements with different countries, no withholding Tax on dividends from manufacturing income and offer competitive Corporate Income Tax on Manufacturing and Agriculture of 10%.



## TOURISM, CULTURE AND LIFESTYLE

The Kingdom of Lesotho is one of the most breathtaking countries in the world, renowned for its stunning landscapes and pleasant climate. With clear blue skies, fresh mountain air, and picturesque valleys filled with rivers, Lesotho offers refreshing getaway for both the mind and body. A trip to Lesotho immerses travelers in the vibrant cultural practices, traditional performances, delectable cuisine, and music. Historical and cultural sites provide insight into the nation's rich heritage. Lesotho boasts several must-see cultural attractions that include, rock art sites, cultural villages, dinosaur footprints, unique rock formations and national monuments attractive to tourists looking to experience the Basotho way of life and cultural diversity.



## NATION BRAND

Lesotho welcomes you with it's high-spirited, peaceful and accommodating people. With its high altitude and mountainous terrain Lesotho offers pleasures for the adventure aficionado. Towering over its counterparts, Lesotho offers prestige raw materials unspoiled by industrialization. Being of the highest and purest quality, Lesotho's resources aid in health and wealth. Lesotho is a wonderland of snow-peaked mountains, known as the highest-low point in the world. Upheld in the unique Mokorotlo hat, the Seshoeshoe dress & the Seanamarena blanket. the Basotho identity stands true, distinct and a marvel to behold. “Join the journey – Invest, Visit and Experience Elevation”



## LESOTHO HIGHLANDS WATER PROJECT

Lesotho Highlands Water Project is a bi-national project established by a Treaty between the Governments of Lesotho and Republic of South Africa in 1986. Through a network of dams and tunnels that deliver water to South Africa and generate hydropower for Lesotho, it brings Lesotho closer to energy self-sufficiency, and provides critical water for Gauteng, South Africa's largest city and Africa's economic hub. Lesotho earns royalties from the water transfer, contributing significantly to Lesotho's fiscus and vast socio-economic investments. Through job creation, skills development and livelihoods improvement programs, the LHWP stands as the largest development project between Lesotho and South Africa, connecting and improving lives across both countries.

