

**MEDIA ADVISORY**

**High-Level Officials, Industry Organizations, Trade Unions and International Brands Join the ILO and the IFC to Officially Launch Better Work Lesotho**

**(Maseru, 26 November 2010)**—On 2 December 2010, Better Work Lesotho will host a public event to celebrate the official launch of its country programme. Participants will include high-level officials from the Ministries of Labor and Trade, heads and member factories of key employer organizations, leaders and shopstewards from the country's garment trade unions, aid agencies and representatives of international buyers sourcing from Lesotho. Presentations will also be made by representatives of the Better Work Lesotho and Global programmes, the International Labour Organization (ILO) and the United States, which is funding the programme.

Better Work is a unique partnership of the International Labour Organization and the International Finance Corporation that brings together ministries of labour and trade, employers' and workers' organizations, and international buyers to improve compliance with labour standards and to promote competitiveness in global supply chains. The programme is currently active in the garment sector in seven countries, and Better Work Lesotho represents its first country programme in Africa.

Better Work Lesotho management will be guided strategically and practically by a national Project Advisory Committee, which will involve the Ministries of Labor and Trade, the Association of Lesotho Employers and Business, the Lesotho Textile Exporters Association, and representatives from the country's five garment sector trade unions.

The launch event, which will take place at the Maseru Sun Hotel in Maseru, is open to all members of the media and will begin at 9:00 a.m. Please arrive approximately 30 minutes early. Speakers will be followed by a Q&A session for the media. The event will take place in English.

More information on the Better Work programme is available at [www.betterwork.org](http://www.betterwork.org).

Event Date: 2 December 2010

Time: 9 A.M.

Location: Maseru Sun Hotel

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