



PRESS STATEMENT

THE OFFICIAL VIDEO CONFERENCING EQUIPMENT HANDOVER

26TH NOVEMBER 2021

BEDCO, MASERU

THE BASOTHO ENTERPRISES DEVELOPMENT CORPORATION (BEDCO) 2020-2025 STRATEGIC PLAN IDENTIFIED ICT AS A MAJOR LEVERAGE TO SUCCESSFULLY EXECUTE ITS MANDATE MORE SO IN THE ADVENT OF THE COVID-19 PANDEMIC. BEDCO HAS THEREFORE RECEIVED FUNDING FOR THE IMPLEMENTATION OF REQUIRED INFORMATION AND COMMUNICATION TECHNOLOGY FROM THE AFRICAN DEVELOPMENT BANK (AFDB) THROUGH THE ECONOMIC DIVERSIFICATION SUPPORT PROJECT (EDSP). THE AIM OF THE INITIATIVE IS TO IMPROVE BEDCO'S OPERATIONAL EFFICIENCIES AND ITS EFFECTIVENESS IN DELIVERING SERVICES TO MSMES THROUGH THE IMPROVEMENT OF ITS BUSINESS PROCESSES AND THE USE OF TECHNOLOGY.

IT IS THROUGH THIS INITIATIVE THAT THE AFRICAN DEVELOPMENT BANK THROUGH THE ECONOMIC DIVERSIFICATION SUPPORT PROJECT HAS PROCURED THREE (3) SETS OF VIDEO CONFERENCING EQUIPMENT TO FACILITATE IMPLEMENTATION OF BEDCO'S PROGRAMS. THE THREE (3) SETS OF EQUIPMENT THAT WE RECEIVED FROM THE AFRICAN DEVELOPMENT BANK, TWO (2) OF THEM HAVE BEEN INSTALLED AT BEDCO PREMISES IN MASERU AND MAFETENG. THE THIRD REMAINING SET OF EQUIPMENT WILL BE INSTALLED TODAY IN LERIBE.

THE EQUIPMENT WILL BE USED TO:

- CONDUCT ENGAGEMENTS WITH OUR STAKEHOLDERS REGARDLESS OF LOCATION. BEDCO WILL EASILY ENGAGE MULTIPLE STAKEHOLDERS SIMULTANEOUSLY, FROM DIFFERENT LOCATIONS.

- THE EQUIPMENT WILL FACILITATE AND HOST WEBINARS AND TRAININGS FOR ENTREPRENEURS. THE VIDEO CONFERENCING SOFTWARE MAKES IT POSSIBLE TO GET ALL OF THE BENEFITS OF TRADITIONAL FACE-TO-FACE SESSIONS AT A LOWER COST.
- THE EQUIPMENT WILL BE USED TO LIVESTREAM AND FACILITATE PARTICIPATION OF ENTREPRENEURS IN VIRTUAL EXPOS AND EXHIBITIONS
- THE EQUIPMENT WILL BE USED TO PROVIDE REAL-TIME SUPPORT FOR ENTREPRENEURS
- THE EQUIPMENT WILL ALSO PROVIDE A PLATFORM FOR INFORMATION AND IDEA SHARING
- THIS FACILITY WILL DRASTICALLY REDUCE COSTS TO BOTH BEDCO AND ENTREPRENEURS THAT ARE INVOLVED IN RENTING PHYSICAL CONFERENCING FACILITIES. THIS WILL ALLOW RESOURCES TO BE REALLOCATED TO OTHER STRATEGIC OBLIGATIONS OF THE ORGANIZATION.
- IN ADDITION, THE FLEXIBILITY OF THE VIRTUAL SESSIONS ALLOWS TRAININGS TO BE SCHEDULED AT A TIME THAT IS MOST CONVENIENT FOR THE ENTREPRENEURS. IN THIS WAY, THE PRODUCTIVITY OF THE BUSINESSES IS NOT AFFECTED BY THE TIME NEEDED FOR THE TRAINING.
- OVER AND ABOVE THIS PROVIDES AN OPPORTUNITY FOR BASOTHO ENTREPRENEURS TO EMBRACE RELEVANT INFORMATION TECHNOLOGY (ICT) EVEN IN THEIR BUSINESS OPERATIONS

TODAY'S EVENT MARKS YET ANOTHER MILESTONE IN THE GROWING COOPERATION BETWEEN THE GOVERNMENTS OF LESOTHO AND THE AFRICAN DEVELOPMENT BANK (AFDB). NOT FOR THE FIRST TIME, THE BASOTHO ENTERPRISE DEVELOPMENT CORPORATION (BEDCO) IS THE PRIVILEGED RECIPIENT OF ICT EQUIPMENT TRANSFER FROM THE AFRICAN DEVELOPMENT BANK THROUGH THE ECONOMIC DIVERSIFICATION PROJECT (EDSP).

BEDCO'S GROWING COLLABORATION WITH THE AFRICAN DEVELOPMENT BANK IS ESPECIALLY APPROPRIATE GIVEN LESOTHO'S NEED TO CATCH UP WITH THE REST OF THE WORLD ON THE 4TH INDUSTRIAL REVOLUTION (4TH IRR) BANDWAGON IN ICT AND TELECOMMUNICATIONS.