



# BESTNET PRESS RELEASE

## **Bestnet Establishes New Netprotect® Sewing and Packing Facility in Mombasa, Kenya**

Kolding, Denmark- July 19, 2010 Bestnet Europe Ltd. today announced the establishment of a new Netprotect® Long Lasting Insecticide Treated Mosquito Net (LLIN) sewing and packing facility at Vector Solutions in Mombasa, Kenya. Bestnet believes strongly in investing in the transfer of technology to sub-Saharan Africa and is currently involved in many projects that will allow Netprotect to be manufactured in Africa by Africans for Africans.

The new sewing and packing facility is ideally located in Mombasa, Kenya, near to the port for easy import of raw materials and export of finished product. “Ms. Florence Oddenyo, has been hired as the Bestnet Quality Inspector in Mombasa to ensure that all finished nets produced at the site will adhere to the strict Bestnet Quality Academy standards. While existing management and staff have already been trained in this “Six Sigma” based methodology, Ms. Oddenyo will be tasked with training all future employees” said Marcus Sorensen, Bestnet Corporate Quality and Project Manager.

For now, netting material is imported into Kenya from Bestnet production facilities located in either China or India. The production site in Mombasa currently employs approximately 50 local workers who are sewing and packing about 100,000 nets per month. By mid-2011, the number of employees at the Mombasa production site will expand to 150 employees as Bestnet begins full scale operations, meaning that production will include all processes and equipment needed in order to make the complete net from raw material to the final finished product.

According to Torben Holm Larsen, Director of Production and Supply Chain, “Bestnet is aware that being successful in the transfer of technology requires more than simply moving high tech equipment into or within the developing world. True success only comes when local partners in their respective countries have been properly educated in all aspects of the technology, as well as educated regarding the organizational and managerial procedures that will help to make them self-sufficient, and successful in the long-term.”

“Bestnet has developed a holistic approach to the transfer of our technology that focuses on sharing our know-how and expertise.” Larsen continued, “We focus heavily on educating our local partners not only on every aspect of our technology, but also focus on providing them with training to develop the business knowledge and skills that they require to truly learn to be successful.”

### **About Bestnet Europe Ltd.**

Bestnet Europe Ltd., manufacturers of the long-lasting mosquito net Netprotect®, supports the many ministries of health and relief organizations worldwide working for a life without malaria. Worldwide more than 1 million people a year die from malaria -- most of which are children under 5 years -- even though the disease is preventable.

Bestnet now produces more than 1.5 million Netprotect® mosquito nets per month. Netprotect® is produced in China, India and several locations in Africa, and the company is also working on creating an aid foundation, which will donate Netprotect® mosquito nets to selected villages in collaboration with partners and relief organizations globally.

More information about Netprotect® is available at <http://www.bestneteuropa.com> or by contacting Bestnet Director Trine Angeline Sig, [ts@bestneteuropa.com](mailto:ts@bestneteuropa.com), mob.: +45 2826 2600.

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