



Press Information

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SMART BUSINESS: KATSAROS BRINGS SOLAR LIGHT TO IMPOVERISHED REGIONS

- Nokero International Ltd. uses efficient manufacturing, distribution strategy to make solar light affordable in impoverished areas of the globe

Interview opportunity: Inventor Steve Katsaros

Hong Kong, (June 10, 2010) — More than one billion people burn kerosene and other fossil fuels for their lighting needs, spending an average of five percent of their income on lantern fuel ([report to the United Nations Framework Convention on Climate Change](#)).

Social entrepreneur Steve Katsaros created Nokero International Ltd because he knows Solar and LED (light-emitting diode) technology can alleviate these problems – but it must be affordable to those who make less than \$1 a day.

“It’s one thing to design a solar light bulb,” Katsaros said. “It’s quite another to design an international company capable of making that bulb affordable to someone who makes pennies a day.”

Katsaros is working with non-governmental organizations around the globe that are in need of an inexpensive, easy-to-use, durable, lighting option for the 1 in 4 people worldwide who live without electricity.

A central location is critical to reduce shipping costs. Of the 1.6 billion who live without electricity, 704,000,000 are in South Asia, 547,000,000 are in Sub-Saharan Africa, and 224,000,000 are in Southeast Asia.

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With this in mind, Nokero International Ltd has headquarters in Hong Kong and the Nokero N100 solar light bulb is manufactured in China.

Katsaros partnered with shareholders of XammaX International LTD, of Hong Kong, to form Nokero International Ltd. The Nokero solar light bulb technology is protected by worldwide patent filings and has been licensed to Nokero International Ltd.

The end result is that the Nokero N100 pays for itself within weeks or months when replacing a kerosene lantern.

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