F/S on the Development of a Market for Microbial Insecticide for Mosquitoes that Carry the Dengue Virus

Kyushu Medical

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Mosquitoes in East Asia are becoming an expanding social problem in urban areas as carriers of the dengue virus (dengue fever). Kyushu Medical is carrying out a study on the potential of market entry in Asian countries where dengue fever is a problem with a product called "MOSNON," an insecticide they have developed which uses protein produced by microbes to kill mosquito larva and has little impact on the environment. MOSNON (Business model) (1) Eco-friendly insecticide for mosquito larva **Kyushu Medical** 2 Components of the insecticide are made up of proteins company (distributor) made by microorganisms, not chemicals. 3When the mosquito larva eat the protein, they die in a few **Trading company XEstablishment of** own plant is also part of the company's (distributor) outlook. Stores 2 Resort areas ①Nat'l/local (3)Business (hotels, golf qov't **CSR** activities courses) **Survey Sites** India Thailand Pill that contains the insecticide Insecticide protein Visit registration windows, WHO, governmental organizations Procure competitor products, conduct in-house tests protein (MOSNON) Singapore Sri Lanka Visit registration windows and survey competitor products Introduction to one interested company Malaysia Contact from 2 Indonesia companies, conducting market research Visit registration windows Mosquito larva clustered Easy to use: Just throw into water around the attractant