

ALAFFA

APPAREL LESOTHO ALLIANCE TO FIGHT AIDS

MEDIA RELEASE

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2009 Business Excellence
Awards Highlight



ALAFFA

For more information, visit the Best in Business Action exhibit in the conference foyer.



ALAFFA programme commended by Global Business Coalition

The work of ALAFFA has been recognised by the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC).

The GBC 2009 Business Excellence Awards were announced at a ceremony in Washington DC in the US last night, with ALAFFA being commended in the supply chain engagement section.

The GBC is a coalition of more than 220 companies united to keep the fight against HIV/AIDS, tuberculosis, and malaria a global priority. The annual awards recognise private sector programmes against HIV/AIDS, TB and malaria. In highlighting the ALAFFA programme, the GBC said that its success is largely attributed to:

- Sustained commitment by managers and buyers,
- Adequate financing available to help bridge gaps in interventions, and
- The presence of primary healthcare services in the workplace.

"This kind of positive response and feedback on what the ALAFFA partnership is achieving in Lesotho is invaluable," says Bart Vander Plaetse, ALAFFA's CEO, who received the commendation in Washington.

"The annual awards procedure allows a programme like ours to be exposed to a high level panel of expert judges and provides motivation and direction to grow. It reassures us in our conviction that it is possible to fight poverty and protect the health and livelihood of the major workforce in an LDC like Lesotho, and sustain the apparel sector, which is the main employer in the country.

"The industry-wide ALAFA model allows a multiplicity of stakeholders, among them the buyers and ultimately their clients in retail shops, to participate in changing the history of this HIV pandemic that is destroying lives, families and societies. It does not matter if one lives in the US, or Europe, or sub-Saharan Africa: the truth remains that HIV is affecting our generation and we will be judged by how we deal with it."

Visit www.gbcimpact.org for more information about the GBC.

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