THE 2010 GBC EXCELLENCE IN BUSINESS ACTION AWARDS

are earned by companies that have demonstrated extraordinary commitments, actions and results. These companies have had exceptional successes in putting their assets to work in the fight against three of the greatest threats of our time. These companies are having real impact on improving the lives of people and communities around the world.

Business is indispensable in the fight against HIV/AIDS, tuberculosis and malaria. The reach, infrastructure, and competencies of the private sector—honored amid the demands of global competitiveness—are powerful assets.

Of course, it’s people who create programs and achieve success. Commitments come from CEOs and boards of directors. They come from people at all levels who care about the cause. Business is critical to the fight largely because of people’s talents, creativity, and know-how.

So congratulations to the winners. Let’s celebrate their success. Let’s learn from them. The problems are not insurmountable, but there is much more we need to do.
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WINNER: ELI LILLY AND COMPANY

ABOUT ELI LILLY AND COMPANY

Eli Lilly and Company (Lilly) is a leading innovation-driven pharmaceutical company. The Lilly MDR-TB Partnership is Lilly’s flagship CSR project. This public-private initiative encompasses global health and relief organizations, academic institutions and private companies, united in stopping MDR-TB.

THE WINNING PROGRAM

The Lilly MDR-TB Partnership is raising awareness about the symptoms of and treatment for TB among people in northwest China—a region that is at an elevated risk for TB infection due to higher-than-average rates of poverty. The Partnership chose a three-pronged approach for its initiative in Qinghai, targeting school children, healthcare professionals and the community as a whole.

To reach primary and middle school students, the company worked with the Qinghai Center for Disease Control to train 9,000 teachers on TB prevention and treatment. The teachers integrated that training into their lesson plans, ultimately reaching more than 100,000 students. The second component provided a similar training to 500 health workers, using the proven “training of trainers” model.

The initiative also trained 60 community leaders from key minority groups in the area—including the Tibetan, Buddhist and Muslim communities. This helped address a major gap in current public health efforts in the province—that certain minority groups prefer to receive health information from their own leaders, as opposed to doctors of another background.

CRITICAL SUCCESS FACTORS

Training Trainers to Exponentially Increase Impact

The “training of trainers” model allows the Lilly MDR-TB Partnership to exponentially increase the reach of its program. In partnership with the Qinghai CDC, the initiative trained a small group of 500 urban doctors, equipping them with the tools and knowledge needed to then, in turn, train many more grassroots health practitioners in both urban and rural areas.

Engaging Local Minority Leaders

Because the partnership targets underserved populations, it needs to reach different groups of minorities within China. Lilly China engaged with local Buddhist, Tibetan and Muslim community groups in order to ensure there was local buy-in and that trainings were appropriately targeted. The initiative even developed a comic book in the Tibetan language.

COMMENDED: HEINEKEN AFRICA FOUNDATION AND BAYER

ABOUT HEINEKEN AFRICA FOUNDATION AND BAYER

With operations in more than 170 countries, Heineken is the world’s most international brewing group. Heineken has created the Heineken Africa Foundation to support community health projects in Africa. Bayer is an international chemical and healthcare company, represented by some 350 companies employing 108,400 people on all continents.

THE COMMENDED PROGRAM

The partnership among the Heineken Africa Foundation, Bayer Environmental Science (ES), the Rwandan Ministry of Health, BRALIRWA brewery and Rwandan textile manufacturer Utexrwa responded to a clear need for bed nets in Rwanda with a sustainable, locally-sourced solution.

Before the partnership began, all antimalaria bed nets in Rwanda were produced in other countries. The partners focused on transferring technical knowledge to the only textile manufacturer in Rwanda, Utexrwa, so that the company could produce WHO-approved, long-lasting insecticide-treated bed nets.

Heineken brought more than 50 years of experience working in Rwanda, along with seed funding for the project, while Bayer ES contributed its knowledge of pesticide production and bed net treatment. Heineken subsidiary BRALIRWA brewery will also play a central role in distributing the 140,000 bed nets produced at the Utexrwa factory.

Quality control of the bed nets produced is being undertaken by Bayer ES laboratories and an expert from the United Nations Industrial Development Organization (UNIDO) in Thailand.

CRITICAL SUCCESS FACTORS

Fighting Disease and Creating Jobs

Bed net production is highly labor intensive. And the places where nets are needed are often places with a need for good-paying jobs. The current program is expected to generate up to 150 new jobs for Rwandans in the near term. Following a plan to scale up production to 4.5 million nets per year, the enterprise could employ 1,000 people.

Leveraging Multiple Corporate Capabilities

This partnership is an extraordinary example of how companies can contribute their capabilities in complementary ways. Heineken contributed its deep knowledge of Rwandan business and government and its beverage distribution networks—which will be used to distribute bed nets as they are produced. Bayer ES meanwhile put its core competence in pesticide manufacturing and bed net treatment to use in order to build local capacity.
**WINNER: THE COCA-COLA AFRICA FOUNDATION, EXXONMOBIL AND STANDARD CHARTERED BANK**

**ABOUT THE NETSFORLIFE® PARTNERSHIP**
NetsforLife® is a collaborative partnership of The Coca-Cola Africa Foundation, The ExxonMobil Foundation, Standard Chartered Bank, Starr International Foundation, White Flowers Foundation and NGO partner Episcopal Relief & Development. The partnership implements integrated malaria prevention through a network of local faith-based organizations and NGOs.

**THE WINNING PROGRAM**
NetsforLife® is an extraordinary action model, not only for its ability to distribute bed nets quickly and efficiently, but also for its focus on instilling a "net culture" in 17 malaria-endemic African countries—that is, a culture wherein sleeping under a bed net is the norm, is valued, and where family resources are utilized to acquire and replace worn out nets.

The partnership collaborates closely with national malaria programs to train and mobilize thousands of volunteers. The volunteers, in turn, distribute bed nets and teach people how and why to use them and how to recognize malaria symptoms. To date, NetsforLife® has distributed over two million bed nets and trained nearly 10,000 volunteers.

In addition to co-financing, strategic planning, and contributing business expertise, The Coca-Cola Africa Foundation, The ExxonMobil Foundation and Standard Chartered Bank also contribute by publicizing NetsforLife®'s activities and raising awareness about the initiative.

**CRITICAL SUCCESS FACTORS**

*Structuring the Partners’ Roles in the Initiative*
Managing collaboration among three major corporations is a complicated task. To streamline the process, NetsforLife® established a steering committee, made up of representatives from each core investor, to make decisions about the strategic direction of the initiative.

*Using Focus Groups in M&E*
In addition to standard malaria monitoring practices—such as baseline surveys and tracking of prevalence rates—NetsforLife® created community focus groups to help implementers understand local cultural and community needs and concerns. Ultimately, these groups will help the partners find out whether they have successfully created a "net culture" in these areas.

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**COMMENDED: DIAGEO, HEINEKEN INTERNATIONAL AND UNILEVER**

**ABOUT THE PARTNERS**
Guinness Nigeria Plc (a subsidiary of Diageo Plc) and Nigerian Breweries (part of the Heineken group) are both manufacturers and marketers of alcoholic and non-alcoholic beverages, employing about 1,000 and 2,020 people respectively. Unilever Nigeria Plc manufactures and markets consumer goods such as toothpaste, margarine, detergent powder and skin soap, employing 1,393 people.

**THE COMMENDED PROGRAM**
In addition to reaching more than 12,000 with critical disease-prevention training, the innovative partnership among Guinness Nigeria Plc, Nigerian Breweries and Unilever Nigeria Plc has advanced a model for supply chain engagement that could be deployed across Africa with similar impact.

Small and medium enterprises (SMEs) are the economic engines of Africa, employing 50-70 percent of the workforce. After developing strong programs for their own employees, the three partners began working with the German aid agency GTZ and the Nigerian Business Coalition against AIDS (NIBUCAA) to extend those programs to their contractors and suppliers.

The partnership targets nine supply chain companies (three from each corporate partner), providing training for champions within each SME who will coordinate their company's programs, and further train peer educators within each SME—almost 400 have been trained to date.

**CRITICAL SUCCESS FACTORS**

*Strengthening Partners for Long-Term Sustainability*
Through this partnership, Guinness Nigeria Plc, Nigerian Breweries and Unilever Nigeria Plc have not only successfully engaged their supply chains—they've also invested in strengthening their partner’s ability to fight disease. The companies leveraged their skills and resources along with those of GTZ to build capacity within NIBUCAA and within the SMEs themselves, in order to ensure the continued implementation of the SME workplace programs.

*Scaling up Successful Workplace Programs*
What makes this partnership so successful is that it prevents SMEs from having to reinvent the wheel. Instead, their programs leverage the lessons learned by the more experienced corporate partners. In addition to providing strategic guidance and models for strong workplace programs, the three corporate partners also adapted their education and awareness materials for use by suppliers and committed to conducting annual refresher trainings.
**WINNER: SANOFI-AVENTIS**

**ABOUT SANOFI-AVENTIS**
Sanofi-aventis is a global healthcare company with a broad portfolio of pharmaceutical products, including prescription medicines, consumer healthcare (OTC) and generics. The company is a world leader in vaccine development with a strong presence in both traditional and emerging markets.

**THE WINNING PROGRAM**
A partnership was created between sanofi-aventis and the Drugs for Neglected Diseases initiative (DNDi) to develop a new antimalarial drug called ASAQ. This partnership signals a major change in the way low-cost antimalarial treatments are developed—a first-of-its-kind public-private partnership that blends the core competences of a major pharmaceutical manufacturer and the reactivity of a non-profit organization.

In this partnership, DNDi brought to sanofi-aventis the formulation of ASAQ, a new antimalarial drug, specifically adapted to African patients’ needs. Sanofi-aventis then called on the skills of several dozen employees to bring its core competencies to bear, including colleagues in drug development, regulatory affairs, drug manufacturing, marketing and commercial operations.

The result is a new antimalarial treatment that was not only developed in an extremely short time-frame—three years—but costs less than a dollar for adults and 50 cents for children. The company’s contributions were provided entirely pro-bono. This is the first WHO-qualified antimalarial drug to be developed through a public-private partnership. To date, over 50 million ASAQ treatments have been distributed in sub-Saharan Africa.

**CRITICAL SUCCESS FACTORS**

**Partnering with a Non-profit Organization**
The ASAQ partnership created an ideal environment for drug development—allowing the high-skill staff of sanofi-aventis to develop the new treatment, in coordination with DNDi. The end result of the partnership is an effective, low-cost drug that got to the people a full year earlier than if the company had worked alone.

**Tailoring Treatments to the Most Vulnerable**
ASAQ was specifically designed to address the unique needs of the children and adults in sub-saharan Africa, who are the most vulnerable to malaria. To improve patient compliance, dosing regimen is very simple, only 1 or 2 tablets once-a-day for 3 days. Tablets are soluble so it is easier for children to take, and there are color-coded pictograms to assist those who are illiterate.

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**COMMENDED: L’ORÉAL CHINA**

**ABOUT L’ORÉAL**
L’Oreal Group is a leading global cosmetics company with a presence in more than 130 countries and regions. The group has a portfolio of 25 global brands with different cultural origins, a complete set of distribution channels and different levels of price offerings to meet the unique needs for beauty products worldwide.

**THE COMMENDED PROGRAM**
L’Oreal’s Hairdressers Against AIDS (HAA) program demonstrates smart leadership, leveraging an existing network that reaches communities across China to raise awareness about HIV/AIDS prevention and treatment and prevent stigma.

The initiative is able to reach hundreds of thousands of hair salon clients in a cost-effective way by capitalizing on L’Oreal’s existing platforms for training and education—the company’s professional product division trains 10,000 hairdressers in China to use its products each year. Since the HAA’s inception, L’Oréal has made HIV prevention an integral part of this training—a remarkable example of how a company can incorporate HIV/AIDS education into its core business model. HAA was established in China in 2006.

Hairdressers are ideally suited to spread information and education about HIV/AIDS. During their workday, they can pass along messages about HIV prevention to their clients in an accessible way. This highly personalized outreach is bolstered by educational materials L’Oréal provides to display in HAA salons.

**CRITICAL SUCCESS FACTORS**

**Continuous Engagement of Health Educators**
L’Oreal actively engages its HAA hairdressers through community activities, regular feedback loops and the establishment of standout “Ambassador Salons.” While HIV/AIDS is still quite rare in China, the company invites HAA hairdressers to develop a more personal connection with HIV through cutting the hair of AIDS-affected youths who take part in a special summer camp partly funded by L’Oréal. In 2009, hundreds of L’Oreal hairdressers joined in a public awareness event on the Great Wall of China for World AIDS Day.

**Leveraging Existing Networks for Sustainability**
The L’Oreal model is both cost-effective and sustainable, thanks to the smart way in which it uses the company’s existing training program, extensive salon network and core business model. Already 40,000 hairdressers have been trained and 10,000 more will be trained in 2010. The integrated training approach has also helped keep costs relatively low, allowing more people to be trained for less investment.
ABOUT STANDARD BANK
Standard Bank Group is a global bank with African roots. It is South Africa’s largest bank, distinguished by its extensive operations in 17 African countries. Outside the African continent, Standard Bank Group operations span to 16 countries, with an emerging market focus. The Group’s operations include personal and business banking, corporate and investment banking, investment management, and life insurance.

THE COMMENDED PROGRAM
Standard Bank’s partnership with the Global Fund to Fight AIDS, Tuberculosis and Malaria leveraged the bank’s capabilities in financial management and corporate governance to relieve critical bottlenecks in the funding process.

Through the partnership, Standard Bank worked directly with Global Fund grantees—many of them unaccustomed to managing and dispersing such large sums of money—to help them better manage their cash flow.

In order to do this, Standard Bank used a training-of-trainers model. The company worked within the Global Fund’s structure, which designates a principal recipient to disperse funds among other partners, known as sub-recipients. Standard Bank focused on training staff at the principal recipient organization, who in turn trained sub-recipient staff. Only principal recipients who requested support received the training.

Standard Bank mobilized approximately 100 people across its African operations, targeting Global Fund recipients in Lesotho, Nigeria, Swaziland and Uganda. It is estimated that more than 250 people have benefited, either directly or indirectly, in the financial services training thus far.

CRITICAL SUCCESS FACTORS

Management with the “Four Eyes” Principle
Standard Bank employed the “four eyes” principle in managing the project, meaning that at all levels, there are at least two people who know what’s going on. This ensures uninterrupted execution, should anyone leave the company or be pulled onto another project.

Gradual Decentralization of Project Management
While coordination of the training initiative began at Standard Bank’s headquarters—including $350,000 seed funding—control over costs and resource allocation were later passed on to the bank’s managing directors throughout its local operations. Each office participating in the project also has a dedicated account manager to oversee the trainings and relationship with the Global Fund Country Coordinating Mechanism.
WINNER: NEWMONT GHANA GOLD LIMITED

ABOUT NEWMONT GHANA GOLD LIMITED
Newmont Ghana Gold Limited is a subsidiary of Newmont Mining Corporation, the second-largest gold-producing company in the world. Newmont has assets and operations in Australia, Canada, Ghana, Indonesia, Mexico, New Zealand, Peru and the U.S.

THE WINNING PROGRAM
Newmont’s workplace HIV/AIDS and malaria program in Ghana is outstanding for its comprehensive coverage; reaching employees, their families as well as contractors. This integrated approach to disease prevention puts HIV/AIDS, malaria education and screening at the heart of Newmont’s healthcare and safety services for its workforce.

The impact of the program has been broad and profound. For example, the average monthly incidence rate for malaria in 2006 was 8 percent of Newmont Ghana’s 3,300 employees and contractors. In 2009, this dropped to a monthly average of 1.8 percent. The International Financial Corporation injected an $81,000 grant in 2007, in recognition of the program’s early success. This led to a widening of the program by partnering with the Ghana Health Service.

The partnership with the Ghana Health Service has provided training to 100 peer health educators, who conduct training with fellow employees during normal meetings such as monthly safety briefings. The peer educators provide prevention and treatment information to more than 10,000 people each year.

By integrating HIV testing with other health services—such as blood pressure and blood sugar tests—the company has seen a dramatic increase in HIV testing and counseling.

CRITICAL SUCCESS FACTORS

Scaling up Workplace Programs to Contractors
With financial support from the International Finance Corporation, Newmont provided HIV/AIDS education to employees of the small and medium enterprises with which it works. In one instance, after a full-day training of suppliers and vendors, nine of the 10 participating companies committed to establishing their own workplace HIV/AIDS programs.

Sharing Best Practices Among Competitors
Two major mining companies in Ghana, Newmont and AngloGold Ashanti, came together to share best practices with each other and with small Ghanaian businesses. This knowledge-sharing partnership has allowed both companies to develop smarter programs that built on each other’s lessons learned.

COMMENDED: LONMIN PLC

ABOUT LONMIN PLC
Lonmin Plc is the world’s third-largest producer of Platinum Group Metals (PGMs), with operations centered in the Marikana area within South Africa’s North West Province. Lonmin also has operations in South Africa’s Limpopo and Gauteng Provinces. Lonmin employs approximately 32,120 people, including contractors.

THE COMMENDED PROGRAM
Lonmin’s workplace HIV/AIDS program is outstanding for its integrated approach to disease prevention and its strong employee engagement component—wherein employees are encouraged to become “co-owners” of the HIV/AIDS program and not just participants.

The program is built on a strong foundation—a comprehensive non-discrimination policy, lifetime guaranteed treatment for employees living with HIV, integrated TB prevention and treatment and the provision of voluntary counseling and testing onsite. HIV prevention is also key. Employees are educated about how to reduce their risk of contracting HIV. To date, the company has distributed almost three million condoms.

Treatment and care for HIV/AIDS and TB are provided to employees and their families, as well as community members through three Lonmin-run clinics and a home-based care program. The program’s success is largely due to a close partnership between the company and the International Finance Corporation, which provides technical support and partial funding. Lonmin is also innovating in areas outside the workplace: The company has partnered with a consortium of eight global mining companies to fund the development of a new HIV therapeutic vaccine.

CRITICAL SUCCESS FACTORS

Making Employees “Co-owners” of HIV Programs
Employees are consistently engaged in the planning and development of the company’s policies, programs and monitoring tools, ensuring that they are truly “co-owners” and not just participants. Employees also have the opportunity to take a “hands on” role as peer health educators, first receiving training on HIV and TB prevention and treatment, and then training their peers within the workplace.

Providing Home-based Care
A central piece of Lonmin’s care program is a home-based care initiative, through which 58 caretakers visit nearly 2,000 HIV/AIDS- and TB-affected patients in their homes to provide treatment and care. Those patients are employees and their families as well as community members—including 640 orphans and vulnerable children.
**COMMENDED: ACCOR**

**ABOUT ACCOR**
Accor, a global group and European leader in the hotel industry, a global leader in prepaid services, operates in nearly 100 countries with 150,000 employees. The company owns brands such as Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, Ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6.

**THE COMMENDED PROGRAM**
Accor’s global HIV/AIDS workplace program stands out for the effective way in which it targets both employees and customers and also tailors activities to local needs at each Accor hotel or facility. It’s truly a localized global program, accounting for 4,000 hotels globally.

Started in Accor’s African operation in 2002, the program went global in 2006, including the launch of a standardized multimedia toolkit, called ACT-HIV. The DVD toolkit explains in six steps how to plan and execute HIV/AIDS and malaria workplace programs. There are two different entries depending on whether the hotel is in a country that already has an HIV/AIDS action plan or not.

The six steps covered in ACT-HIV are: Work with identified local partners; bring together and motivate employees; provide information about HIV/AIDS and train employees; foster prevention, generate awareness and offer condoms and testing; offer support, encourage access to healthcare and medical coverage; consolidate by sharing best practices. The toolkit is available in English, French, Spanish, Thai and Chinese.

**CRITICAL SUCCESS FACTORS**

**Sharing Tools with Competitors and Partners**
Accor's workplace program's successes run beyond its own hotels. The company makes the ACT-HIV tutorials available for use by anyone online and shares it directly with clients, beneficiaries and other companies. In one case, Accor shared the valuable planning tool with other members of the GBC Travel and Tourism Industry Dialogue.

**Balancing Global and Local Needs**
Accor facilities in over 27 countries have implemented local action plans. In countries with little government support, Accor provides employees and their families with comprehensive education and treatment. In countries where the government provides treatment, Accor fills gaps where treatment might be delayed. And in countries where stigma is high and HIV rates are low, like China, Accor focuses its efforts on raising awareness and reducing stigma.

**COMMENDED: HEINEKEN INTERNATIONAL**

**ABOUT HEINEKEN INTERNATIONAL**
Heineken is the world’s most international brewing group. Production is based at 125 breweries in over 70 countries, employing more than 56,000 people. Other parts of the world are served via Heineken’s export operations. The main brands are Heineken, Amstel, and Murphy’s. In Africa, the brands are Primus, Gulder and Star.

**THE COMMENDED PROGRAM**
Heineken’s HIV/AIDS, TB and malaria workplace program is an exemplary model for preventing and treating illness among employees and their families. As a result of the program, HIV incidence among employees and their families is consistently falling and HIV mortality has dropped dramatically.

With a large workforce in sub-Saharan Africa, Heineken was an early leader in establishing workplace disease-prevention programs. The company's activities include education in the workplace, a “know your status” campaign, voluntary counseling and testing (VCT) events and training by peer health educators, who not only raise awareness in the workplace but also in local schools. Heineken also provides treatment for all HIV-positive employees.

HIV/AIDS committees have been established in nine breweries to oversee education and condom distribution campaigns, VCT sessions, information sessions for people living with HIV/AIDS and awareness events around World AIDS Day. Heineken has also been a pioneer in extending its workplace program to the small and medium enterprises that make up its supply chain. Those efforts have reached farmers, truck drivers and hotel workers in Burundi, the Democratic Republic of the Congo, Nigeria and Rwanda.

**CRITICAL SUCCESS FACTORS**

**Providing Top-Quality, Continuous Care**
Heineken’s HIV treatment program is exceptional in its quality and its goal to provide the same level of treatment to employees in poorer settings as those in richer ones. The company also guarantees treatment for employees and their families for life, regardless of whether they are still employed at Heineken.

**Integrating HIV and TB Prevention and Treatment**
In addition to integrating TB messages into workplace education, Heineken targets those who are HIV positive for intensive TB prevention. TB is the leading cause of death among people living with HIV. The company uses the three Is: Infection prevention, INH preventative treatment and intensified case finding, which is done by checking all HIV patients for TB on a regular basis.
Boehringer Ingelheim Pharmaceuticals, Inc., based in Ridgefield, CT, is the largest U.S. subsidiary of Boehringer Ingelheim Corporation (Ridgefield, CT) and a member of the Boehringer Ingelheim group of companies—one of the world’s 20 leading pharmaceutical companies.

**THE WINNING PROGRAM**

The Boehringer Ingelheim “Women Living Positive” program is exceptional for the innovative way in which it’s helping HIV-positive American women of diverse racial/ethnic, geographic, and socioeconomic backgrounds take control of their own health and build stronger, supportive bonds with each other.

The initiative accomplished this through a series of seven summits across the country, which brought together more than 650 HIV-positive women along with local AIDS Service Organizations and leaders from the HIV/AIDS community, such as Andrea Williams, the inspiration for the HBO original movie, “Life Support.” To extend the reach of the program, a webcast was made available in English and Spanish.

The summits addressed critical gender-related behavior gaps and issues identified through a baseline survey (conducted in English and Spanish) of 700 diverse HIV-positive women in partnership with The Well Project. In that survey, 55 percent of participants said they had never discussed with their healthcare provider how HIV medications might affect them differently from men.

In surveys following the summits, 97 percent of attendees said they planned to speak with their doctors about an individualized care and treatment plan.

**CRITICAL SUCCESS FACTORS**

**Encouraging Community Building Among Women with HIV**

The “Women Living Positive” model served as an exceptional way to empower women living with HIV to build stronger bonds with each other. For example, one woman from a rural area who expressed frustration at not being able to find local support created her own support group with contacts she made at the Fort Lauderdale summit.

**Leveraging News Media to Raise Awareness**

Boehringer Ingelheim made generating awareness through the media a core component of the initiative. The company identified a well-respected infectious disease specialist and HIV/AIDS patient advocates in each locale in which a summit was conducted. This provided context for the media. The coverage reached a combined audience of 11.4 million through radio, print and television reporting.
WINNER: NBA/WNBA

ABOUT THE NBA

The NBA, founded in 1946, is a professional sports league and global business that features 30 teams in the United States and Canada. During the 2009-10 season, NBA games will reach 215 countries and territories in 41 languages. The league’s worldwide reach is also displayed in the 79 international players from 35 countries and territories on NBA rosters. The NBA has 16 offices in markets worldwide including South Africa and China. In 1997, the NBA launched the Women’s National Basketball Association, which is now in its 14th season as the premiere women’s professional sports league in the United States.

THE WINNING PROGRAM

By leveraging the remarkable reach of its brand and the star power of its players, and advancing innovative models for joint action across sectors, the NBA has been an extraordinary leader in the corporate fight to end disease. It’s commitment matched with impact—the company’s programs and partnerships have helped protect the lives of millions of people around the planet.

The NBA and WNBA are at the forefront of the fight against HIV/AIDS and malaria—whether it’s co-founding the Nothing But Nets campaign—which has deployed more than three million anti-malaria bed nets to people in need—or educating young people about HIV/AIDS prevention in its Basketball without Borders camps through partnerships with Hoops 4 Hope and other organizations.

The NBA and its players have a direct line to many of those who are most vulnerable to HIV infection. Beginning with Magic Johnson, who announced his positive HIV status in 1991, the NBA and its players have been trailblazers in educating young people around the world about HIV prevention, testing and treatment.

Those voices carry even farther when amplified through media. In 2007, the NBA partnered with GBC, HBO and the Kaiser Family Foundation to create a series of television, radio and print public service announcements (PSAs) to promote HIV testing in the U.S. A PSA from that campaign went on to win the 2008 Public and Community Service Emmy Award.

The same star power that raises awareness is also put to use in raising funds for the fight. The NBA supports the Nothing But Nets campaign by leveraging the popularity and broad reach of NBA and WNBA teams and players to raise money and generate awareness. Nothing But Nets has raised more than $31 million for disease-fighting programs since 2006.

NBA Commissioner David Stern is a standout leader on HIV/AIDS, using his platform as head of a major corporation to raise awareness and mobilize resources. Stern was a founding member of the GBC Advisory Board and, in 2008, he joined more than 100 other CEOs to sign the Coalition’s HIV non-discrimination pledge. The pledge has since been used by GBC and our partners to show governments where corporate opinion leaders stand.

True to the company’s commitment to constantly raising the bar, the NBA has a number of initiatives in the pipeline, including direct action at the national and local levels through GBC’s US. HIV Initiative.

CRITICAL SUCCESS FACTORS

Leveraging Star Power to Raise Funds

One of the greatest contributions the NBA has made is through the unparalleled star power of NBA and WNBA players and the company’s brand recognition among young people. One example of that star power in action: In 2007 and 2008, NBA players Kobe Bryant, LeBron James, and Shaquille O’Neal joined others as part of American Idol Gives Back and helped raise $140 million for charity—a portion of which went to Nothing But Nets. It’s a kind of fundraising that’s become routine for NBA and WNBA stars.

Supporting Cross-Sector Collaborative Approaches

The NBA is committed to advancing collaborative, cross-sector approaches to disease-fighting—approaches that GBC champions as critical to ending these epidemics faster. Through partnerships with non-profits, such as Hoops 4 Hope and Nothing But Nets, and multi-sector collaborations like GBC’s U.S. HIV Initiative and the 2007 HIV testing campaign, the NBA has demonstrated the power of business action when its linked with governments and NGOs in common cause.
2010 BUSINESS EXCELLENCE AWARDS JUDGES

BILL BRIEGER, DRPH
Professor, Department of International Health
Senior Malaria Advisor for JHPIEGO
Johns Hopkins University

In addition to his position with Johns Hopkins, Bill Brieger is the Senior Malaria Advisor for JHPIEGO, JHU’s family and reproductive health affiliate. Prior to joining Johns Hopkins, Brieger was a Professor in Health Education at the African Regional Health Education Centre, University of Ibadan, Nigeria. Brieger’s research has focused on the social and behavioral aspects of tropical disease control in the area of malaria. Funded by UNICEF, UNDP, World Bank, WHO Tropical Disease Research and USAID implementing partners, his work has investigated acceptability of pre-packaged antimalarial drugs, urban malaria, the role of patent medicine sellers in malaria treatment, and community/cultural perceptions of malaria as a basis for village health worker training and health education.

ANGELA WASUNNA RWILIRIZA
Assistant General Counsel
Intellectual Property Policy, Pfizer

Prior to working as Assistant General Counsel, Rwiliriza was Senior Director, International Policy within Pfizer’s Worldwide Policy Group. Her professional interests include international health policy, financing of healthcare systems, regulatory issues in international research, and bioethics. She has consulted for the World Health Organization, the Institute of Medicine, the Centers for Disease Control, the Bill and Melinda Gates Foundation, the World Bank and the Department for International Development, UK. Rwiliriza has published several peer-reviewed articles in academic journals and lectured internationally. She is co-author of Medicine and the Market: Equity v Choice, Johns Hopkins University Press, 2006. Before moving to Pfizer, Rwiliriza was Associate for International Programs at the Hastings Center for Bioethics, New York.

AWA MARIE COLL-SECK, M.D.
Executive Director
Roll Back Malaria Partnership

Founded in 1998 by the WHO, UNDP, UNICEF and the World Bank, the Roll Back Malaria Partnership (RBM) is the global framework for mobilizing resources among 500 partners to fight malaria. Dr. Coll-Seck is professor of infectious diseases and an expert in public health and tropical medicine. Before leading the RBM Partnership, she served as Minister of Health of the Republic of Senegal, President of the Assembly of the Ministries of Health of the West African Health Organization, Director of the Policy, Strategy and Research Department at the Joint UN Programme on HIV / AIDS and Head of the Infectious Diseases Department at Université Cheikh Anta Diop. She has authored of over 150 scientific publications.

CONSTANCE BART-PLANGE, M.D.
Programme Manager
National Malaria Control Programme Ghana

In her role as Programme Manager with Ghana’s National Malaria Control Programme, Dr. Bart-Plange helps steer public and private partnerships and programs to meet specific objectives for Ghana’s national malaria control policy. She received her medical degree from University of Ghana Medical School and a master’s degree in public health from the University of Leeds, UK. Bart-Plange also holds a diploma in health systems strengthening and has received training in malaria and other major diseases of public health. She has experience in malaria and tuberculosis program management and has undertaken independent and joint research with many publications. She has served as WHO temporary advisor on several occasions and has a special interest in health systems research and epidemiology.
DAVID McMURRY
Manager, Global Public Health & Special Projects
Health & Medical Services Group, Chevron

Appointed to his current role five years ago, McMurry is responsible for managing the implementation of Chevron’s global HIV/AIDS Policy in 180 countries. He has led Chevron’s efforts in building a sustainability plan for HIV/AIDS, Malaria and TB. He is currently working with a Chevron team that is implementing a Global Cardiovascular Health Program. McMurry is also participating on the team responsible for implementing the Global Fund to Fight AIDS, Tuberculosis and Malaria Corporate Champion’s Program in six countries. McMurry is the past Vice Chair of Project Open Hand and past Vice President of the Board of the East Bay Conservation Corps.

DR. Hellen Magutu, M.D.
Director
Kenya National Business Coalition on HIV/AIDS

Having worked with the Kenya HIV/AIDS Private Sector Business Council as Program Consultant and more recently as the Program Manager, Dr. Hellen Magutu has extensive experience in workplace HIV program interventions, policy formulation and implementation. She works closely with the National AIDS Control Council in aligning the private sector response to the national strategy and is playing a pivotal role in enhancing private sector engagement in the response to HIV at the regional level. She worked hands-on in health management systems having been the doctor in-charge for a health management organization where she initiated antiretroviral therapy programs for private sector employees. She holds a master’s in business administration and is pursuing a master’s in public health.

Jacob Williams is a public health expert and currently the director of RTI International’s USAID-funded Integrated Vector Management Project. He previously served for about 12 years with the World Health Organization—initially with the WHO/FAO/UNEP Joint Panel of Experts on Environmental Management for Vector Control (PEEM), the WHO Regional Centre for Environmental Health Activities, the Global Malaria Program, and finally at the WHO Program for Public Health, Innovation and Intellectual Property. Williams also held previous positions as a lecturer/research fellow with the Department of Zoology, University of Ghana; Executive Director with the Organization for Children in Need, in Ghana; and as a consultant to the World Bank and the United Nations Population Fund.

Jean-François de Lavison
President, Ahimsa Partners

Following a long career in international business development, which included 29 years with Institut Mérieux, Jean-François de Lavison founded Ahimsa Partners in January 2009. His international experience in developed and developing countries provided much-needed skill in the fight against infectious diseases throughout the world as well as a strong commitment to respond to urgent needs from emerging countries. Through innovative models, and the engagement of new leader generations, Ahimsa Partners will empower people in the developing world to participate in their own development through healthcare partnerships with private and public sector international organizations, foundations and NGOs. Jean-François de Lavison has recently been elected member of the Executive Committee of the Stop TB Partnership.

Joy Beckett
Manager, Health Services
De Beers Consolidated Mines Ltd.

De Beers is a global leader in the diamond industry. Joy Beckett joined De Beers Corporate Headquarters in 1998 as a Human Resource Manager accountable for shaping the business partnership role in the HR discipline. She has held a variety of human resource portfolios during her tenure with De Beers and is currently the Manager of Health Services for De Beers Consolidated Mines Ltd. with an oversight of the HIV and AIDS risk management. Prior to De Beers, Beckett was Divisional Human Resource Manager for Anglo American Research Laboratories until 1997. She began her professional career in 1991 as Human Resource Officer with Clinic Holdings Group, the largest private healthcare group in South Africa at the time.
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JULIE BARRETT O’BRIEN
VP, Communications and Knowledge Exchange
Management Sciences for Health

Julie Barrett O’Brien is VP, Communications and Knowledge Exchange for Management Sciences for Health (MSH), an international non-profit that uses proven management approaches developed over four decades to help leaders, health managers, and communities in developing nations build stronger health systems for greater health impact. She is also Senior Communications Advisor to the Afghan Ministry of Public Health. Prior to joining MSH, O’Brien advised private, public, and non-profit clients on marketing strategies, and building market linkages that connect international development to corporate social responsibility. She also served as Marketing Director of Dunkin’ Donuts’ coffee and beverage business and led their policy team for sustainable coffee within supply chain management.

LINDIWE MVUSI, M.D.
Director, TB Programme
National Department of Health, South Africa

Dr. Lindiwe Mvusi is a medical doctor with post graduate training in occupational and public health. She had 16 years experience in clinical work both in the private and public sectors before moving to public health as the TB programme manager in South Africa’s National Department of Health in 2004. She has been involved in the development of TB and Drug Resistant TB policies and scale up TB and HIV collaborative activities in the country. Dr. Mvusi is also responsible for training, monitoring and evaluation of the implementation of the national policies and overall coordination of the TB programme. She has served as technical advisor on the WHO DOTS Expansion Working Group, TB/HIV and MDR-TB Working Groups.

MARIO RAVIGLIONE, M.D.
Director, Stop TB Department
World Health Organization

In his role as Director of the WHO’s Stop TB Department, Dr. Mario Raviglione is responsible for establishing organizational strategies and policies through a network of TB experts at all levels of the organization. Raviglione joined WHO in 1991 to work on TB/HIV and TB epidemiology. He originated the global drug-resistance surveillance project and the TB surveillance/monitoring system. Between 1999 and 2003, he was Coordinator for tuberculosis strategy and operations globally. Dr. Raviglione has published more than 150 articles in influential health journals and books. He graduated from Italy’s University of Turin (1980), and trained in internal medicine and infectious diseases in New York and Boston, where he was appointed an AIDS Fellow at Harvard Medical School.

MICHAEL MACDONALD, SCD
Malaria Advisor
U.S. Agency for International Development (USAID)

In his role as a malaria advisor for USAID, Michael MacDonald manages vector control activities and advises Ministries of Health on public health and mosquito-borne diseases in Africa and Asia. Macdonald has worked with vector borne disease control programs since 1977 when he began as Peace Corps Volunteer in the Sabah (East Malaysia) Malaria Control Program. He then spent 10 years with the UN working with vector borne disease and refugee healthcare programs in Burma, Thailand, and Cambodia; five years with Johns Hopkins University as technical advisor on malaria and dengue control programs in Asia and Africa; and then four years in Zambia as advisor to the Zambia National Malaria Control Program through Boston University.
OREN GINZBURG
The Global Fund to Fight AIDS, Tuberculosis and Malaria
Oren Ginzburg works for The Global Fund to Fight AIDS, Tuberculosis and Malaria. He has spent time working on human trafficking in Asia for the United Nations Inter-Agency Project Against Human Trafficking and is the author of several papers and evaluations of anti-trafficking programs funded by international organizations and governments. Ginzburg is also the owner of Hungry Man Books and the author of several children’s books including: The Hungry Man, Giftless and There You Go! and the French children’s book Le Comptable et la Fourmi.

PAUL THORN
Vice-Chair
Stop TB Partnerships MDR-TB Working Group
Paul Thorn is the author of three published books on HIV and TB. He has been HIV-positive himself since 1990, and had MDR-TB in 1995, enduring treatment for nearly three years. He is the creator and Project Director of the Tuberculosis Survival Project, a website offering information and peer-to-peer support to people living with TB/MDR-TB. He also started the annual Tuberculosis Survival Prize, recognizing the efforts of individuals and small NGOs in the fight against TB. The organization is a partner of the Lilly MDR-TB Partnership. Thorn is also the Vice-Chair of the Stop TB Partnerships MDR-TB Working Group. He is a regular speaker and participant in HIV and TB conferences all over the world.

PETER ROACH
Vice President
Durex Network, SSL International
In his role as Vice President of Durex Network at SSL International, Peter Roach is committed to promoting responsible sex and reproductive healthcare and raising awareness of the safer sex message worldwide through the development and support of sexual health initiatives. Roach has an extensive background in international consumer marketing in addition to public health, and programmatic expertise in reproductive health and HIV/AIDS prevention. He has been responsible for developing and implementing a number of sex, relationship, and condom education programs designed to promote increased awareness and behavioral change among young people in several global regions. He holds a master’s degree in marketing and bachelor of arts from Staffordshire University, U.K.

STEVE KNOWLES
Director, Malaria Control Programmes
AngloGold Ashanti
Based in Ghana, Steve Knowles is Director of Malaria Control Programmes worldwide for AngloGold Ashanti, an international gold mining company. Before joining AngloGold Ashanti, Knowles formulated and implemented vector control programs for a number of international companies in South Africa and Mozambique. Throughout his career, he’s been involved with private sector corporate social responsibility programs. He was part of the successful proposal writing team which won Ghana a $130 million GFATM grant to implement a country-wide indoor residual spraying (IRS) malaria control program. AngloGold Ashanti have been appointed the Principal Recipient of the grant, the first Private Sector Company in Africa to be honored as a Principal Recipient. Knowles will head the grant implementing team.

SUSANA FRAZAO PINHEIRO
Founder, Local InSight
Susana Frazao Pinheiro is the founder of Local InSight, a sustainable health and development initiative focused on West Africa and Portuguese-speaking countries, and the co-founder of the Social Entrepreneurship Institute, Portugal. She has been engaged in finding solutions to the HIV epidemic for 14 years. Pinheiro is Invited Professor at the Lisbon MBA and Senior Lecturer in Social Entrepreneurship. She is also Mentor at the MIT Legatum Center for Development & Entrepreneurship and Member of the Expert Panel of AIDS Accountability International. Pinheiro was Consultant at the Department of Peacekeeping Operations, United Nations and holds a doctorate in HIV Immunology, University of Oxford and an MBA, Oxford SAID Business School (Skoll Scholarship in Social Entrepreneurship).
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