

## Saving lives. Fighting epidemics. Creating a healthier world.

Globalization - the integration of societies and the rise of a global economy - has been one of the most hotly debated topics in world politics over the past few years. Just as the opportunities presented by globalization are myriad, the challenges can be overwhelming, especially as the public, private and nonprofit sectors are forced to do business in new ways and take into account unforeseen variables. Previously unheard of diseases have suddenly gained headlines and changed the way we view economies and business models. With the emergence and spread of diseases like AIDS, SARS, avian flu, Legionnaire's disease, hantavirus, Lyme disease, West Nile fever, Ebola, mad cow disease and multi-drug resistant tuberculosis, the past two decades have been arguably the most eventful in recent history in the monitoring of infectious diseases and assessing their effects on the world's population.

Every year, AIDS, malaria and tuberculosis kill six million people. The human tragedy of these and other diseases stalls, if not reverses, economic growth and contributes to significant productivity losses. Malaria alone is responsible for a million deaths every year and costs the world economy tens of billions of dollars. Businesses in countries heavily affected by HIV lose about three percent of their workforce each year to the virus. And, HIV is now making a concerted attack on some of the world's emerging markets, such as China, India and Russia.

### CAPABILITIES

APCO Worldwide has a long tradition of helping our clients meet the challenges posed by global health concerns, with a particular focus on HIV/AIDS, malaria and other neglected diseases. Our experience and global reach is unparalleled. Clients include government agencies, multinational companies, patient advocacy groups, public-private partnerships, nongovernmental organizations (NGOs) and foundations. APCO's global health team has a deep understanding of political systems, international philanthropy, the media, the pharmaceutical and biotechnology industries and NGOs.

### Access

Our combined experience is unsurpassed when it comes to brokering compromise and partnerships between businesses, governments and NGOs, and creating initiatives that result in broader access to life-saving medicines and vaccines.

### Workplace health

Health and safety in the workplace has become a driving force in corporate responsibility and smart companies are developing policies that help keep their workers healthy and productive and also give them the ability to show customers, shareholders and government partners that they are not solely focused on profits. APCO is known for helping clients with these challenges throughout the world.

### Public policy and advocacy

Our global health team is comprised of seasoned policy experts who understand the complex political and socioeconomic factors that impact an organization and its ultimate success. Our team advises organizations on engaging stakeholders effectively to leveraging their investments to improve global health.

Additionally, we serve as a comprehensive, up-to-date resource/referral center for information on global health programs, issues, organizations, stakeholders and opportunities.

### EXPERIENCE

#### The Vaccine (GAVI) Fund

APCO assisted in launching and branding The Vaccine Fund (now the GAVI Fund), the largest grantee of the Bill & Melinda Gates Foundation, and provided communication and government relations support in the mission to immunize all of the children in the 75 poorest countries of the world.

#### Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC)

As a member of the GBC, APCO managed the coalition's government and stakeholder relations in China. One highlight of this work came in 2005 when APCO brokered a partnership between the GBC and the Ministry of Health of the People's Republic of China and helped convene a major conference on AIDS in Beijing.

### **PATH Malaria Vaccine Initiative (MVI)**

On behalf of the MVI, a leading organization of the Malaria R&D Alliance, APCO prepared a landmark study on global investment in research and development to combat malaria and helped communicate the findings of the report to the media, opinion-leaders and other influential stakeholders. APCO continues to provide strategic counsel and communication assistance to MVI in Washington, D.C., and Europe.

### **London International Group**

APCO helped the London International Group conduct a market survey and provided strategic counsel and direct assistance for market entry into Asia for the manufacturing, distribution and retailing of condoms in China.

### **Futures Group**

APCO's China offices worked together with Futures Group Europe on strategic planning for HIV/AIDS prevention education, social marketing, government relations and corporate engagement.

### **Medicines for Malaria Venture**

APCO's offices in Europe and South Africa provide communication, positioning and public affairs support for the launch of new classes of antimalarial drugs.

### **The Global Alliance for Livestock Veterinary Medicines**

APCO provides communication support and counsel on stakeholder engagement to the Global Alliance for Livestock Veterinary Medicines, a not-for-profit organization committed to reducing poverty among the 600 million people whose livelihood depends on the health of their livestock.



Robert Schooling  
chair, worldwide health care  
practice  
700 12th Street, N.W., Suite 800  
Washington, D.C. 20005  
U.S.A.  
Tel: +1.202.778.1000  
Fax: +1.202.466.6002  
rschooling@apcoworldwide.com

Linda Distlerath  
senior vice president  
700 12th Street, N.W., Suite 800  
Washington, D.C. 20005  
U.S.A.  
Tel: +1.202.778.1000  
Fax: +1.202.466.6002  
ldistlerath@apcoworldwide.com

Philippe Maze-Sencier  
managing director  
15 rue de Marignan  
75008 Paris  
France  
Tel: +33.1.44.94.8666  
Fax: +33.1.44.94.8668  
pmaze@apcoworldwide.com

Kaying Lau  
senior consultant  
16th Floor, NCI Tower  
12A Jianguomenwai Avenue  
Chaoyang District  
Beijing 100022  
People's Republic of China  
Tel: +86.10.6505.5127  
Fax: +86.10.6505.5257  
klau@apcoworldwide.com