

Awareness. Prevention. Outreach.

APCO Worldwide is part of an advocacy community working to prevent the spread of HIV/AIDS. Our public affairs and strategic communication work on behalf of clients - corporate, government and non-governmental agencies - has involved APCO staff, particularly in Asia and South Africa, in many aspects of public and private efforts to manage the epidemic. Our team of specialists from government, business, civil society and media help clients understand the potential impact of HIV/AIDS on their employees and business, as well as their role in working with other stakeholders to develop effective strategies to address this issue.

The United Nations Theme Group on HIV/AIDS in China stated that by 2010, China may have 10 and 20 million people infected with HIV/AIDS. Implications of this will be enormous for the government, industry and civil society. In South Africa, an estimated five million adults are living with HIV/AIDS. In Kenya, where HIV/AIDS has been declared a national disaster, some 2.5 million adult Kenyans are infected. APCO has worked in several African countries on NGO/donor-related HIV/AIDS projects, assisting our clients with strategic communication, e-strategy project management and public affairs initiatives.

EXPERIENCE

London International Group (LIG)

On behalf of LIG, APCO conducted a survey of the market and recommended an entry strategy for the manufacturing, distribution and retailing of condoms in China. Since a foreign wholly owned enterprise was impossible, APCO recommended an equity joint venture with a Chinese partner. After securing crucial letters of introduction from the Ministry of Chemical Industry (the Ministry's regulatory functions are now performed by the National Development and Reform Commission) APCO conducted due diligence on seven state-owned factories to identify the most suitable partner. APCO won the cooperation of the central government and its support to proceed with the first foreign investment in China's condom industry, leading to the successful establishment and operation of a joint venture facility. APCO negotiated the optimum commercial deal, drafted

legal documentation and facilitated plant set-up, which included securing necessary approvals.

Futures Group Europe

APCO has worked with Futures Group Europe (Futures) since 1999 on a strategic program for HIV/AIDS prevention education, condom social marketing and corporate engagement. This program is part of the China-UK HIV/AIDS Prevention and Care Project, a bilateral project in the field of HIV/AIDS prevention and control, led by the British government's Department for International Development (DFID). APCO helped Futures establish relationships with government authorities, NGOs, condom factories and the media, and continues to advise Futures on communication with relevant stakeholders.

UNAIDS

APCO developed a comprehensive blueprint for private-sector engagement in China for UNAIDS. As the longest-standing private-sector representative to participate in the United Nations Expanded Theme Group on HIV/AIDS, APCO provides ongoing advice on corporate involvement. APCO was also invited to serve as a member of the UNAIDS China delegation at the forum on private-sector response to HIV/AIDS in the Asia Pacific Region, hosted by UNAIDS and the International Labour Organization (ILO). Global Business Coalition on HIV/AIDS (GBC) As a member of the GBC, APCO is supporting the coalition's secretariat to engage businesses in China. APCO provided strategic counsel and support for the coalition's China debut, advising on communication with stakeholders, including people living with HIV/AIDS, government, academics, the United Nations and the NGO community. This culminated in the first official GBC business meeting in Beijing, bringing together approximately 30 multinational and Chinese business leaders to discuss their sustained involvement in addressing HIV/AIDS in the workplace and broader community.

Corporate HIV/AIDS Strategy Development

A major multinational firm, with a global commitment to addressing HIV/AIDS, commissioned APCO to research the social and political climate related to the disease in China, India and parts of Southeast Asia. The result was

a white paper outlining a regional policy framework for managing HIV/AIDS, internally throughout the company's value chain.

Harvard University Kennedy School of Government and the World Economic Forum Global Health Initiative

APCO provided strategic consultation and on-the-ground support to Harvard as they organized the Beijing session of their "HIV/AIDS and Business in Africa and Asia" workshop series. At the conference, APCO presented the business case for HIV/AIDS and recommended approaches for public/private partnerships in China.

The Bill & Melinda Gates Foundation

APCO assisted the Foundation with outreach to political decision-makers in key European institutions and selected African countries, and provided media relations support across the two continents. Upon request from the Foundation, APCO also supported the Foundation's grantees in their media efforts on several occasions.

In addition, APCO provided media support to the Foundation during an annual WHO ministerial meeting in Geneva. In the run up to the G8 Summit in Genoa, during which the Global Fund on HIV/AIDS was launched, APCO worked on behalf of the Foundation to bring together the GBC and the Italian presidency of the G8.

APCO also provided strategic communication, logistical, and political counselling and support for the visits of the Foundation's senior delegation to Mozambique, Lesotho, South Africa, Kenya and Nigeria. The visits focused broadly on the question of global health equity, and more specifically on efforts to combat and address the impact of malaria, TB and HIV/AIDS.

African Comprehensive HIV/AIDS Partnerships (ACHAP)

ACHAP, a public-private partnership between the Bill & Melinda Gates Foundation, the Merck Company Foundation and the Government of Botswana, was established to help address Botswana's HIV/AIDS crisis. APCO was retained to conceptualize and develop a Web site, www.achap.org, which serves as a resource for knowledge sharing and updating stakeholders on ACHAP's activities. The success of the ACHAP in addressing the impact of the disease

on Botswana, a nation with one of the highest HIV/AIDS infection rates in the world, is reflected in the partnership being fully integrated with Botswana's national strategy.

HIV Vaccine Trials Network (HVTN)

HVTN is an international collaboration of scientists and research institutions whose goal is to speed the development and testing of HIV vaccine candidates. APCO served as strategic advisor to HVTN providing media counsel and communication support, as HVTN worked to condition the environment globally and locally, while recruiting and retaining trial participants. APCO assisted in articulating the realities of vaccine research so trial participants, community members, the media and government officials had a truthful understanding of HIV vaccines. APCO helped HVTN create communication collateral for its global trial sites taking into account various sensitivities regarding the sites, while providing a consistent message about HIV vaccines and the trial process.



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

Rachel Thompson
regional director
90 Long Acre
London WC2E 9RA
United Kingdom
Tel: +44.207.526.3600
Fax: +44.207.526.3699
rthompson@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