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**7th Annual Global Business Coalition Awards for Business
Excellence Gala
Global Business Coalition
June 9, 2008**

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MALE SPEAKER: To present the award for Business Excellence in Community Philanthropy, please welcome the founding and the Executive Director of UNAIDS and UN under Secretary General Dr. Peter Piot.

PETER PIOT, M.D., PH.D.: Richard, John, GBC, you did it again. Thanks to your leadership, thanks to the leadership of the companies here, the GBC is now an essential component of the global response to AIDS. And you involving business in a way that business has never been involved in international development affairs and in that sense you are making history. I will that again tomorrow in the Journal Assembly of the UN.

I am very proud of our association with GBC. Since UNAIDS was an incubator of the GBC, first with Bill Roedy and then your leadership Richard expanded the GBC to what it is today.

This Award of Community Philanthropy is one important way that business can support AIDS programs, the many others in the first place, and in your own workplace. Would like to recognize the commended companies. Total, A&P, and Gola, Cisneros Group of Companies and Thanda Private Game Reserve. But the reward for Community Philanthropy this year goes to Intesa Sanpaolo from Italy, the Fifth largest bank in Europe. A company that has not only made a large financial commitment,

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but focused on long-term sustainability in Malawi by providing \$30 million over six years in funding three laboratories and ten health centers serving almost 10,000 people in Malawi, building critical testing and treatment capacities on the ground.

The whole program is also very interesting example of public, private partnership with the Government of Malawi coordinated the effort and through the support of four NGO's. The Community Sant' Egidio, the Gurlgites [misspelled?] and Boy Scouts, Save the Children and CISP.

Can we see the video clip please?

[Video played] [Applause]

PETER PIOT, M.D., PH.D.: May and now I invite Sir Corrado Passera who is the managing Director and CEO to accept the award. [Applause]

CORRADO PASSERA: Dear friends, thank you very much for this important award. It is so important for all the lives working on Project Malawi. In fact here I represent and speak on behalf of all the people that are involved in this project. The Intesa Sanpaolo and the [inaudible] are the two main sponsors, but those who are making the dream become true are the ONG's that are working in the field and that are realizing and implementing all the things that you saw on the screen.

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First of all, the Community of of Sant' Egidro, the Save the Children Organization, the Scout Association of Malawi, CISP and the Italian Society's for Neonatology and Pediatrics. The award is the evidence that the project is following the right approach. The five main rules we are trying to follow are very simple.

Trying to adapt the best technologies, and the best answer strategies in the country, and hands closing, very close collaboration with the government and with the local authorities. Without the commitment, the very effective commitment of the Malawi Government we would not be here tonight.

And then integrating, health interventions against HIV/AIDS with nutritional support and education, with prevention, with assistance to orphans and also micro finance activities. But at the end we have to make sure that a real self organization takes place on the country and the field, and local communities become capable to sustain the project in the long-term. Long-term is the fifth and most important rule we are trying to follow. This is a project that will take years and at the end will enable all the women in Malawi to deliver children without the disease.

A special thanks to GBC that has supported our effort who has made this possible to provide a lot of mistakes and has

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given us the possibility to be part of a great network. Thank you once again to all of you. [Applause]

MALE SPEAKER: Presenting the Award for the Expanded Community Initiatives, please welcome Vice Chairman of the GBC Board of Directors and Group Chief Executive of Standard Chartered PLC, Peter Sans.

PETER SANS: Good evening ladies and gentlemen. This year we have a new Award for Business Excellence in Expanded Community Initiatives. The point of this Award is to recognize that companies have the capabilities, the infrastructure, the resources to have impact, not just in the workplace, but in the communities in which they live and work.

But on a night when we are celebrating so much success, I do think it is important to recognize that in the areas we are talking about this evening, there is often that it does not quite work out the way it was planned. There are often things that are frustratingly slow or difficult to implement. And I think that is particularly true that is an experience that companies often have when they try and stretch out and reach out into the communities.

It takes perseverance, it takes imagination, it takes commitment, it takes flexibility a willingness to recognize that the way things work in the company are not always quite the way they need to work in the community for it to be a

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success. All the companies that came before the judges for this category of award showed the qualities needed to turn good intentions, high aspirations into real impact.

And therefore, I really would like to recognize the companies that were commended by the judges. Mercedes Benz South Africa, Weir Tinto [misspelled?] and Debswana Diamond Company. We should congratulate them all. [Applause]

PETER SANS: I am delighted to announce that this year the first Award for Business Excellence in Extended Community Initiatives goes to Xstrata Coal in South Africa. Mick Davis, CEO of Xstrata has already given us a sense of the commitment of Xstrata to the cause of HIV/AIDS. But now let us just watch the video, and get a sense of what Xstrata Coal has been doing.

[Video played]

PETER SANS: Ladies and gentlemen can you give a warm welcome to Peter Freyberg, Chief Executive of Xstrata Coal. [Applause]

PETER FREYBERG: Thank you very much and thank you to the GBC for this fantastic opportunity. This award is a tribute to the efforts of everyone involved in partnership with Xstrata Coal in South Africa to stop HIV and TB.

I would like to acknowledge our implementing partners reaction. Thank you Dr. Shaun Conway, thanks Sharon with your team. I would also like to acknowledge the leadership of Pete

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Henderson, Pete thanks for sharing the vision. And thank our employees and the National Union of Mine Workers and we welcome Pete Matosa tonight from the National Union of Mine Workers who has worked along side us.

Our public sector partners, the Mpumalanga Department of Health and Social Services and local government in the two districts where we have started our work, is represented tonight by Joshua Morclame. [misspelled?] Joshua thanks for joining us. Thank you for the partnership, thank you for the success that your team has made this.

Lastly, I acknowledge our current vested partner, Ekfa [misspelled?] who we know is represented here tonight by Ambassador Mark Dibble. Thank you Mark and I heard the good news tonight and I am sure we can go forward in a bigger way.

Together our vision, tenacity and commitment to working together are making a real difference to the lives of thousands of people. We are also very keen for others to join in this fight. I said two years ago that I thought we could make a difference when we received the Testing Award. I know we can and like the rest of you, we will make a difference. Thank you very much. [Applause]

MALE SPEAKER: Now please welcome founding member and former chairman of GBC, the President of MTV Networks International and Vice Chairman of MTV Networks, Bill Roedy to

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present the 2008 Award for Excellence in the use of Core Competence. [Applause]

BILL ROEDY: Thank you. Very exciting, very exciting to be here tonight. It is not everyday that a traditional well established company entrenched just like MTV gets to present an award to, oh, I do not know, an upstart trend sort of setting company like the BBC.

So, here we are. Who happens to be 75 years young this year. Richard stated it earlier. We actually started these awards 11 years ago in a conference room in Edenborough. We had two tables, everyone got an award and it feels like that tonight, I know. But we had a humble, humble beginnings and we have come such a long way since then and I just like to pay tribute to the leadership of Richard. It has been done already, of course, but John Tedstrom. And but most importantly, and here is the most important.

All of you, you have been here for a long time tonight and you have been here for a long time with this organization and you have been long time supporters. It is your leadership, it is your fantastic leadership that has made a difference and you should be very, very proud of what have done over the years.

Now the premise back then, 11 years ago actually remains the same now. Which basically is that business has the

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most to loose with this epidemic, not only with its own employees, but as Peter Piot told me ages ago, concentric circles also gets customers, but likewise, business has the most to give.

There is such tremendous resources with all of you, all the businesses. Sales, marketing, distribution. No one can sell like business of course. And most importantly, it is about the people, the people of business and about the companies and the corporations.

But here is the deal, it is not just about money, it is not just about money. It is actually about playing to your strengths. And that is what it is all about and that what this award is about. It is about Core Competency, and tonight we have four, four wonderful examples. Pfizer, Nike, BD we heard from earlier, and of course the BBC.

The BBC, the BBC World Service Trust and Stephen King, its Director. Many people think the BBC is British Broadcasting Corporation, but in the global health circles we know differently. It is not British Broadcasting Corporation, it is bold, it is brave, it is courageous, and they have proven that over the years.

They have been fighting this epidemic, HIV/AIDS long before most others and they have been fighting it all over the world, especially in the most defected countries. They had

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many, many endeavors, but tonight we are honoring just one, and it is the partnership, it is the partnership with the Government of India, the National Aids Organization and Doordashan, which is the state broadcaster in a campaign that reaches a quarter of a billion people and just to give you a sense of what that is about, I would like to show a video that showcases that campaign.

[Video played] [Applause]

BILL ROEDY: Okay, so with that, let me bring up Stephen King, the real Stephen King. The great Director of the great BBC, of the great World Service Trust. Congratulations Stephen. [Applause]

STEPHEN KING: Thank you very much Bill from MTV or a Magnificent Transformative and Visionary Networks, I should say. [laughter] They have done a fantastic job over the last 10 or 15 years and we have learned an awful lot from them. So thank you Bill for your leadership. And I would particularly like to thank Ambassador Holbrooke, John Tedstrom, and everyone at GBC for recognizing the work of the BBC in this way.

Now the work of a broadcaster is all about telling stories and the most powerful stories are ones which engage audiences, which reflect their own lives and experiences that which inspire others. And no where is this more important than in the fight against HIV and AIDS. As you have seen from the

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clips, in India we created a unique partnership, broadcaster to broadcaster between the BBC and Doordashan which reaches half a billion people worldwide.

Using the best creative minds of the BBC and Bollywood, it created India's first long running TV detective drama, Jasoos Vijay. Now he solve kidnaps, murders and blackmail, but he also woven into the story lines where information and messages about HIV/AIDS.

Now more than a quarter of a billion people watch these programs and the compelling combination of entertainment and education made them one of the top 10 programs consistently in India.

Now making attractive TV and radio programs is not enough, and our rigorous research shows significant increases in awareness, attitudes and behavior, and these campaigns are now the model for the Trust's work in many other countries and Asia and in Africa.

So, why did we do this? Well this is a simple proposition. We all know that the immense power of the media has to transform lives. However, it is often talked about in a very negative sense. And we at the BBC know that the trusted voice in local languages can provide targeted, accurate and lifesaving information, especially in sensitive areas such as HIV and AIDS.

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And the BBC's continued commitment is to provide accurate creativity and out worldwide distribution, but we also value the support of business and especially GBC to help out scale, expertise and impact. So I am particularly grateful for this award. And I would like to thank everyone who has been involved and accept this on behalf of Doordashan, the National Aids Control Organization in India and everyone at the BBC who worked on this program in India and in the UK. Thank you very much. [Applause]

MALE SPEAKER: To present the award for Business Excellence in fighting Malaria, please welcome the founder of Malaria No More and the UN Secretary General Special Envoy on Malaria, Ray Chambers. [Applause]

RAY CHAMBERS: Secretary General Ban Ki-moon, Director General of WHO Dr. Margaret Chan, Excellence CEO's, Excellence COO's, CFO's, what John Tedstrom announced before might have gotten lost, but before I present the award for Business Excellence in Malaria, I want to focus a bit on what you have committed to and how important it is.

John announced that over the next two and a half years the Global Business Coalition has pledged to raise \$100 million to purchase 10 million insecticide treated mosquito nets for the children and people in Africa.

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Let us get together and thank John and Richard Holbrooke for such a generous commitment. [Applause]

Let me tell you a bit about what it means. Malaria kills between one and three million children every year, mostly in Sub Saharan, Africa. It sickens 500 million people and yet all those deaths are preventable by a simple \$10 insecticide treated mosquito net. And the mosquito only bits at night so people are under the net at that time, and the mosquito also dies when she lands on the net because the insecticide kills the mosquito.

So, on April 25th, Secretary General of the United Nations announced the courageous plan and commitment. By December 31, 2010 all 600 million people at risk of Malaria in Sub Saharan, Africa will be covered by a bed net, have medication and indoor residuals spraying. [Applause]

So, with two people to a bed net, that is a need of 300 million nets. There are 50 million affective ones out there, net last five years. We need 250 million more. 120 million have been spoken for in terms of financing and we have a gap that the Rollback Malaria Partnership, Malaria No More, UN Foundation have called Cover The Bed Net Gap and we expect to do that over the next two and a half years.

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And this commitment tonight from the Global Business Coalition of 10 million nets and \$100 million will really go a long way.

Just another example, I met with the Health Minister, the small African country by the name of Sierra Leone today. He told me that 33-percent of the deaths in Sierra Leone were attributable to Malaria and that one in every four children will die from Malaria before the age of five. We cannot let that continue knowing that it is preventable. So you think about the significance of the Global Business Coalition's commitment.

Sierra Leone has approximately five million people one-third of whom will die from Malaria. If it had 10 million people and we provided them with nets, then we would have saved the lives with the Global Business Coalition of over three million people. That is a return on investment that we cannot get anywhere else. So thank you again for this incredible commitment. [Applause]

I would now like to present the Business Award in Excellence for Malaria. We had two great runner's up. Novartis and DHL and the winner is: Exxon Mobil. Now Exxon Mobil is a well known name and we are so proud and pleased to have that brand associated with defeating and fighting Malaria. Exxon Mobil has rolled out not only its financial resources,

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but its employee's, its customers and leveraged them to be so significant in the fight against Malaria, especially in Sub Saharan, Africa.

Exxon Mobil has committed over \$50 million and has leveraged it into greater than \$200 million by being such an effective leader among its peers. Let us look at the video on Exxon Mobil.

[Video played] [Applause]

RAY CHAMBERS: Steven Phillips is the Global Medical Director of Exxon Mobil and he is really dedicated a good part of his life to Malaria. He knows as much about Malaria as anybody I have ever met. He is a full partner of the Rollback Malaria Partnership. He has become an advisor to me at the Special Envoy's Office. He is a diehard Yankee's fan.

Please join me in welcoming Dr. Steven Phillips.

[Applause]

STEVEN PHILLIPS, M.D.: I do not know about you, but I think we are ready for a Malaria Award. A great thanks to GBC and to Ray Chambers. Exxon Mobil is honored to receive this award from the UN Special Envoy for Malaria. Ray, your personal commitment to this cause is a beacon and an inspiration to us all. [Applause]

A child dies of Malaria every 30 seconds. How often have we heard this very sad reframe? We know we have the tools

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to end this needless and tragic loss of life. At Exxon Mobil our tagline is, taking on the world's toughest energy challenges. In the year 2000, responding to the Arusha Declaration of over 50 African Heads of State to have the continent Malaria deaths we asked, why should not Exxon Mobil take on one of the world's great public health challenges as well?

We resolved to do this only if we could make a difference. But the reality is that we are an energy company, not a Malaria company. We decided to take a hard look at our comparative advantages with Malaria, in terms of what the global health marketplace desired from a multi national corporation to help with their mission.

We came up with a list of capabilities that frankly surprised us, and over a 100 year of experienced based of operations throughout the African Continent. First hand knowledge of the toll of Malaria on our employees, families and surrounding communities.

A commitment to successful public, private partnerships, a disciplined business minded approach to problem identification and innovative solutions. The ability to ask hard questions about results measurement. Do we know what we are accomplishing, as a global community? Do we know what our

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collective return on investment is, as measured by saving lives?

Over the past seven years we have applied these competencies in our communities in Africa and in partnership with the global health community. We have committed \$50 million to help showcase what one company can do, and we have stood shoulder to shoulder with many of you in the room to raise the profile of Malaria from the most neglect of neglected diseases to a global cause Caleb.

And thanks again to the Global Business Coalition for its own prominent role in mobilizing the business sector. We are honored by this recognition and we will not rest until our collective task is done.

Now let us go out and save lives together, and hold ourselves collectively accountable for achieving results.
Thank you. [Applause]

MALE SPEAKER: Please welcome back to the stage Nicholas Kristof. [Applause]

NICHOLAS KRISTOF: Thank you. Well increasingly, especially in Africa, AIDS has a women's face or indeed often these days a teenage girl's face. And that makes the next award for Excellence in working on issues related to Women and Girls particularly important.

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Here to deliver that award, we have coming all the way from Malaysia, Ratri Suryadarma who has been a tireless advocate on behalf of people with HIV and AIDS.

So please give a warm New York welcome to Ratri Suryadarma. [Applause]

SUKSMA RATRI SURYADARMA: Good evening ladies and gentlemen, what a lovely evening. This is my first time in New York and I am so excited to be here. And it is such a great experience for me to see a lot of people from private sector sitting here all together putting a lot of efforts, paying a lot of attention to the issues of HIV, TB and Malaria.

Back then around two years ago, I was working in a private sector too, and then after that I worked in a NGO as a case manager. So, my duty was to assist a lot of my friends who are positive. There are a lot of women in Indonesia that they are coming from a lot of backgrounds. They are career women, migrant workers and they are students, prisoners, drug users and they are all positive.

So, talking about women, we have a special award tonight. It is the Women & Girls and we have three commended companies that, is Levi Strauss, Sandvik Mining & Construction, Zambia Limited and Johnson & Johnson. So the award is going to one legendary brand that my family has been using for decades,

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like my mother using it for me and then I am using it for myself and my daughter. It is Johnson & Johnson.

The Award for Business Excellence on HIV/AIDS addressing women and girls goes to Johnson & Johnson through its partnership with the NGO Mothers to Mothers. Johnson & Johnson has shown leadership in working to prevent the transmission of HIV from mother to child in South Africa. The partnership engaged HIV positive women who are new mothers to serve as mentor mothers to pregnant women, and providing services to more than 7,400 pregnant women in South Africa. Let us see the clip of Johnson & Johnson.

[Video Played] [Applause]

SUKSMA RATRI SURYADARMA: Ladies and gentlemen please welcome Sharon D'Agostino. [Applause]

SHARON D'AGOSTINO: Thank Ratri, distinguished guests, ladies and gentlemen. On behalf of over 120,000 employees of Johnson & Johnson around the world, some of whom are here tonight, I thank you. Thank the WBC, the Award Selection Panel for this very special honor.

The Global Business Coalition recognition means a great deal to us because as Johnson & Johnson we have a long held history our commitment to focusing on the unique needs of women and girls, particularly for our work in HIV/AIDS. And within this focus on women and girls, preventing the transmission of

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HIV from a pregnant mother to her unborn child is a key priority for us. We are proud to work with Mothers to Mothers to reduce the number of babies born with HIV, to help HIV positive women access medical care, and to empower new and expectant mothers to battle the stigma associated with the disease.

Since our partnership began in 2005, we have worked with Mothers to Mothers to expand services to 16 locations in South Africa and more than 7,400 women have already been reached.

Dr. Mitch Visser and Robin Smalley, Cofounder of Mothers to Mothers are here with us tonight. Their vision, their passion and their commitment to preventing mother to child transmission of HIV are truly remarkable. We are inspired by their work and we thank them. We also thank a colleague, Dr. Anu Gupta who has been responsible for this partnership from our side.

Thank you very much on behalf of Johnson & Johnson.

[Applause]

MALE SPEAKER: To close tonight's program, please welcome back Nicholas Kristof. [Applause]

NICHOLAS KRISTOF: Thank you. At the beginning of the program this evening, I spoke about Nambien [misspelled?] the Cambodian woman who had to choose each evening which child to

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put under the mosquito net and which to leave out. And Nomsana [misspelled?] the girl in Swazi Land who was heading a household in the fifth grade. And that is something that we do in journalism, we try to choose a particularly, sort of sad example to focus attention on and to galvanize people.

And just now I was sitting down and I was trying to work out in the course of this evening how many more people had been infected with HIV. And since I am an American and I am a journalist, I did not get very far in my calculation. I think it was about 1,100.

But in any case, I think maybe that is the wrong focus. Because when we focus so much on the problems we become paralyzed and it seems big and hopeless and vast. And in fact the reality of this evening and the reality of the GBC, and of your work is not all that big problem that remains it is how much you have achieved. Please congratulate yourself?

[Applause]

For those of you who have gone out in South East Asia or Sub Saharan, Africa, so often you know what I am talking about. How many areas there are that really had been so stricken by Malaria or HIV, but have managed to really turn a corner and see progress. And when there had been resources and attention we have been able to make an extraordinary difference.

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So congratulate yourselves on that work, give yourselves a hand and go out and save some more lives.

Thank you very much. [Applause]

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