

PFIZER PEOPLE

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辉瑞公司董事长兼首席执行官 在世界卫生日的致辞

Dr. Hank McKinnell Remarks on World Health Day

Dear Colleague,

Friday, April 7, marks World Health Day, proclaimed by the World Health Organization to both celebrate advances in world health and spur efforts to bring better healthcare to more people. This year's World Health Day highlights the contributions and needs of health workers around the world.

Through our work at Pfizer, we are keenly aware that the world faces unprecedented health challenges, from the "age wave" to the agonizing pandemic of HIV/AIDS. Health workers are at the front lines of meeting these challenges. Today, we join the WHO in asking people to do more to train health workers, to support and protect them, to help improve their reach through access to supplies and technology, and to recognize—and change—inequities of care.

We at Pfizer have long appreciated the value of the world's health workers. We have also greatly increased our efforts in support of health worker education and development over the past few years.

We mark this World Health Day knowing that our company has trained more than 20,000 health workers in developing nations, through our involvement in programs such as the Diflucan Partnership, the International Trachoma Initiative, and the Infectious Diseases Institute. Over the past decade, our investment in healthcare infrastructure in developing nations has exceeded \$1 billion and encompasses more than 45 nations. Our involvement in prevention programs, particularly HIV/AIDS prevention, is accelerating, with our Southern HIV/AIDS Prevention Initiative in the U.S. and our Global Health Fellows program gaining stature as models of partnership in support of health workers. For more information on all of these efforts, as well as the WHO's

involvement in better health, I invite you to visit the World Health Day Web link on www.pfizer.com.

Our work for a healthier world isn't possible without you. Your continued performance and dedication give us the resources to invest in a world in desperate need of more health workers. On behalf of these workers and the tens of millions of patients they have treated over the years, I can only say "thanks."

All of us are part of this World Health Day. We have thousands of Pfizer colleagues who are medically trained professionals. We are heartened by the achievements of our Global Health Fellows and by the generosity of all colleagues responding to the world's urgent needs for disaster relief. We appreciate that thousands of colleagues contribute time and money to the cause of better health, both in local communities and across borders.

In whatever you do at Pfizer—be it bringing our science to doctors and patients, creating scientific knowledge, manufacturing and distributing our trusted medicines, ensuring the health of valued animals, or otherwise building a more positive climate for better health—you are among the health workers of the world. You are integral to the healthcare continuum that brings the best in biomedical progress to people in need of it. You, and all of us, are truly working for a healthier world.

Thank you for all your contributions to world health. Impressive as these contributions are, we have so much more to give. I look forward to working with you on the greater achievements of our future.

Sincerely,
Hank McKinnell

马金龙博士



Dr. Hank McKinnell, Pfizer Chairman and CEO
辉瑞公司董事长兼首席执行官马金龙博士

尊敬的各位同事：

4月7日是世界卫生组织宣布的世界卫生日，其目的在于庆祝世界卫生所取得的进步和激励人们努力去使更多的人享有更好的医疗条件。今年，世界卫生日突出强调的是全球医务工作者的贡献和需求。

通过在辉瑞的工作，我们敏锐地感受到了全世界正面临严峻的卫生方面的挑战，其中包括“人口老龄化”和肆虐的艾滋病疫情，医务工作者战斗在一线奋力应对着这些挑战。今天，我们与世界卫生组织一道，恳请人们为培训、支持和保护医务工作者做出更多的事情，使他们得到帮助及技术支持，使他们的工作得到认可并使他们享有公正的待遇。

我们辉瑞人一直非常珍视医务工作者的价值。我们在过去的几年中不断为医务工作者的教育和发展提供帮助。

我们通过自己的努力来纪念今天的世界健康日，我们通过大扶康合作伙伴项目、国际沙眼计划及建立传染病研究所等已经为发展中国家培训了20,000余名医务工作者。在过去的十年里，我们为全世界约45个国家基础卫生建设的投资超过了10亿美元。我们在疾病预防，尤其是艾滋病方面正在加快步伐，我们目前正在美国南部积极推进艾滋病预防行动和全球志愿者项目。后者因其为医务工作者提供的帮助而被誉为模范项目。如需了解更多的详情及世界卫生组织在提供更好的医疗条件方面的信息，我请大家浏览辉瑞网站上关于世界卫生组织的链接 www.pfizer.com

我们在为人类提供更健康的努力中需要大家的支持。各位的出色业绩和奉献为我们提

供了世界急需的大量医务工作者的无尽资源。我谨代表这些医务工作者和在过去数年中成千上万得到治疗的患者，对大家道一声：“谢谢！”

世界卫生日也是我们大家的节日。在辉瑞，我们中有数以千计的员工有着医学背景。我们为全球志愿者所取得的成就感到骄傲，同时为我们每一个人在解救世界最危急的灾难中给予的慷慨援助而激动不已。我们感谢众多的同事献出自己的时间和金钱，来帮助社区和其他国家的人民享有更好的卫生条件。

无论你在辉瑞的哪个部门工作，我们都为医生和患者带去我们的科学理念、创造科学知识、制造和分发我们值得信赖的药品、确保人们珍爱的动物的健康、创建更完善的卫生环境，我们和全世界医务工作者并肩工作。我们的工作与卫生保健及生物医学的持续进步是密不可分的。我们的共同努力正在使我们的世界更加健康。

谢谢大家，感谢你们为世界健康所做出的贡献并为此感到骄傲。我们还将不断努力，共同取得更加辉煌的成就。

真诚的，

马金龙

2006年4月7日



辉瑞成功的三个标准

The Three Standards of Pfizer's Success

出色的财务业绩：以新药研发及高质量药品的制造销售为投资者创造巨大价值。

不断提升公众获得医疗保健的能力：通过与公共机构和企业的合作，努力满足公众获取医疗保健的需求。

最佳实践的企业公民义务：处处以公民和社会的健康利益为先，道德经营，关注同事的需要，维持和保护环境。

Outstanding Financial Performance: New product R&D and high quality production build value for shareholders.

Increasing Access to Healthcare: Working with a growing number of partners in both the public and private sectors to provide more people with easier access to healthcare.

Best Practices in Corporate Citizenship: Putting people and communities first; operating ethically; being sensitive to the needs of colleagues; and preserving and protecting the environment.

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辉瑞中国研发中心 在上海正式成立

Pfizer China R&D Center Established in Shanghai

辉瑞公司2005年10月31日宣布辉瑞中国研发中心正式成立。这个具有世界先进技术水准的研发机构设立在上海，将为中国及亚洲其它地区的药物研发提供能力支持和生物统计专业技术。

上海市食品药品监督管理局王龙兴局长、上海市外经贸局张伊兴副局长及辉瑞公司副董事长兼辉瑞全球健康集团总裁凯伦·凯特女士等领导出席了研发中心的成立仪式并发表了热情洋溢的讲话。

辉瑞公司首席医学官范思科博士说：“中国不仅是辉瑞公司的重要市场，同时还拥有众多才华横溢、出类拔萃的科技人才。我们在上海建立这家研发中心，不仅是对辉瑞公司拓展自身研发能力的投资，也是对中国知识型产业和基础设施的投资。在未来5年，辉瑞公司计划将为该研发中心投资约2500万美元。”

辉瑞表示，建立这个研发中心是基于此前成功完成的一个试点项目。把这个项目扩展成世界级研发中心的决定，将使在中国的研发工作成为辉瑞全球79亿美元医药研发项目中不可或缺的组成部分。

随着该研发中心的建立，辉瑞公司计划将在中国启动一系列的合作项目，以充分发挥本地科技人才、特别是在生物统计学、医学、药学专家以及其他生命科学领域专业人士的聪明才智。作为一家全球性的医药企业，辉瑞公司还计划协助在中国创建一个有利于创新药物研究及开发的环境。

作为上海市市长的特邀嘉宾，凯伦·凯特女士在上海期间还参加了国际企业家上海市长咨询会第十七次会议，就辉瑞大力支持上海社区卫生服务的工作发表了建议。



辉瑞公司副董事长凯伦·凯特女士及上海市食品药品监督管理局王龙兴局长等为研发中心揭幕
Vice President Karen Katen and Director General Wang Longxing from Shanghai FDA to unveil the opening for Pfizer China R&D Center in Shanghai

On October 31, 2005, Pfizer announced the official opening of a new Research and Development Center in Shanghai. The state-of-the-art facility will provide drug development support capabilities and biometric expertise to China and the Asian region.

Shanghai FDA Director General Wang Longxing and Deputy Director General Zhang Yixing from Shanghai Foreign Trade Committee and Ms. Karen Katen, Vice Chairman of Pfizer Inc and President, Pfizer Human Health present the opening ceremony of the R&D center as the special guest.

“China is an important market for Pfizer and it offers a large number of highly skilled and talented scientists,” said Dr. Joseph Feczko, Pfizer’s Chief Medical Officer. “The Research and Development Center we’re setting up in Shanghai is not only an investment to expand Pfizer’s R&D capability, it is also an investment in China’s knowledge based industry and infrastructure. Pfizer’s planned investment into this R&D center will near US\$25 million over the next 5 years”, Feczko added.

Pfizer said the establishment of this research facility was based upon a successful pilot program initiated recently. The decision to expand this program into a world class research facility will make China an integral component of Pfizer’s worldwide US\$ 7.9 billion pharmaceutical development program.

With the establishment of the R&D center, Pfizer plans to initiate collaborations with Chinese partners to develop the capabilities and talents of local scientists, biostatisticians, medical professionals, pharmacists and others with expertise in the life sciences. The global healthcare company plans to assist in the development of an environment that will nurture research and innovative drug development in China.

During her Shanghai trip, Ms. Karen also delivered her advice on Pfizer’s support to the Shanghai community healthcare service at the 17th session of Shanghai IBLAC (International Business Leaders’ Advisory Council).



Successful Model to Align in Fighting against HIV/AIDS

Pfizer Partners Government & NGOs on HIV/AIDS Training Program for Healthcare Providers in Hubei and Guangxi

成功合作的新模式

辉瑞与政府及国际非政府组织合作开展基层
医务人员艾滋病培训

阳春三月的武汉东湖，湖水涟涟，樱花盛开。人们三三两两徜徉在花海中欣赏春色，享受着美好生活。

与此同时，武汉大学校园里，辉瑞和世界健康基金会的工作人员为即将启动的艾滋病合作项目正在紧张地忙碌和工作着。

今年一月，卫生部正式公布的艾滋病报告显示，目前我国艾滋病病毒感染人数约为六十五万，而且艾滋病正从高危人群向一般人群扩散。为唤起全社会的关注和采取更强有力的措施防止这一疾病的迅速蔓延，吴仪副总理去年

三月在全球企业应对艾滋病中国峰会上指出：“做好艾滋病的防治工作，既是中国政府义不容辞的责任，也是包括广大企业界在内全社会共同的责任！”

为积极响应和配合中国政府开展抗击艾滋病的斗争，辉瑞与国际非政府组织—世界健康基金会 (Project HOPE) 及家庭健康国际 (FHI) 签约合作，捐资 200 万元人民币在湖北省和广西壮族自治区艾滋病高发地区为基层医务工作者开展能力建设的培训项目。

一、湖北省培训项目

2006年3月29日，辉瑞与世界健康基金会与湖北省疾病预防控制中心在武汉大学国际交流中心举行了“辉瑞－世界健康基金会抗击艾滋病合作伙伴项目”启动仪式。辉瑞亚洲区安高博副总裁、辉瑞中国董事长兼总经理艾德、辉瑞国际公益事务高级总监Paula Luff女士、辉瑞国际公益事务经理Atiya Ali女士、辉瑞中国企业事务总监冯丹龙、世界健康基金会董事会全体成员、武汉大学黄进副校长以及武汉大学附属中南医院著名艾滋病专家桂希恩教授和来自北京、上海、广州、武汉近20名新闻记者及武汉大学护理学院的部分师生出席了此次启动仪式。

根据双方2005年签订的协议，辉瑞向世界健康基金会捐赠了100万人民币（12.5万美元），为中南医院及湖北省10个艾滋病高发乡镇的医务工作者进行能力建设培训。该培训项目还将辐射到湖北省内约300名基层医务工作者，使他们也能够接受相关的培训以提高诊断和治疗艾滋病的能力。

辉瑞亚洲区安高博副总裁表示，“辉瑞和世界健康基金会与湖北省疾病预防控制中心的合作将推进政府培训更多防控艾滋病专业医务人员这一重点工作。同时，它

不仅能够促进中国基层卫生健康事业的建设，而且对艾滋病患者提供更好的帮助。”

世界健康基金会主席兼首席执行官John P·Howe III先生说，“艾滋病在中国正引起各界的极大关注。世界健康基金会、辉瑞和中国政府的共同目标就是阻止这一致命病毒的传播。我们的长期伙伴关系将成为艾滋病预防、治疗和关爱的最佳模式之一。”

湖北卫生厅黄利鸣副厅长和湖北省艾滋病防治中心主任詹先发等领导也出席仪式并发表了讲话，对这一新的合作模式予以肯定，并鼓励更多的企业和非政府组织一同参加到共同抗击艾滋病的斗争中来。

二、广西壮族自治区培训项目

2006年3月31日，辉瑞与家庭健康国际组织及广西疾病预防控制中心，在广西壮族自治区南宁市举行了“辉

瑞－家庭健康国际抗击艾滋病合作伙伴项目”启动仪式。

根据2005年签订的协议，辉瑞向家庭健康国际组织捐赠了100万人民币（12.5万美元），用于合作开展广西基层医务人员的艾滋病能力建设培训。届时，将有100余名基层医院的一线医务人员参加专项培训，以提高其诊断和治疗艾滋病的实践能力。此外，该款项还将用于帮助家庭健康国际组织继续在广西凭祥市与宁明县支持开展针对艾滋病患者的治疗及相关培训。家庭健康国际组织邀请了泰国专家为医务人员授课和辅导并将组织部分学员前往泰国进行实地培训。

辉瑞国际公益事务高级总监Paula Luff女士在开幕式上表示，“该项目是辉瑞支持政府抗击艾滋病这一重点工作的组成部分。我们坚信，该项目能够培训出更多合格的医务人员，而他们对艾滋病的早期诊治也一定能够使艾

辉瑞中国董事长兼总经理艾德先生、世健会董事会成员与参加培训的学员一起合影
Pfizer China Chairman and General Manager Ahmet Esen, Project HOPE Board Director members had group photo with trainees in Wuhan University



滋病患者从中受益。”

家庭健康国际组织中国区主任程峰博士评价说，“辉瑞的鼎力支持让我们有能力为广西的医务工作者提供高质量、高附加值的培训。我们相信，通过这种政府、企业、和非政府组织之间的合作所建立起来的伙伴关系，将会在中国创造出一个共同抗击艾滋病的成功模式。”

三、辉瑞国际志愿者项目

为进一步加大抗击艾滋病的力度，辉瑞第一次将国际志愿者项目（GHF - Global Health Fellows）引入中国。国际志愿者项目是辉瑞履行企业社会责任的独特创举，它通过派遣辉瑞员工到非洲及亚洲等不发达国家工作4至6个月，与当地政府及非政府组织进行合作，充分利用辉瑞的资源，

共同抗击艾滋病、肺结核、疟疾及其它重大传染性疾病。今年二月，作为首批到中国工作的国际志愿者，李妙妙女士和孙德学先生从美国来到了中国并开始了他们与中南医院及湖北省其他乡镇医院的中国医务工作者的密切合作。他们将在实验数据评估、分子生物学等方面和中国的医务工作者开展合作并提供帮助。

四、媒体培训和实地考察

利用项目启动的机会，辉瑞此次邀请了来自北京、上海、广州、武汉等地的部分新闻界记者，由湖北省疾控中心詹发先主任和桂希恩教授为记者们做了艾滋病的讲座，冯丹龙总监也介绍了辉瑞中国抗击艾滋病的工作。辉瑞员工和媒体记者们又在随州和广西南明及凭祥进行了艾滋病防治的实地考察活动。

他们先后走访了武汉随

州市安居镇艾滋病温馨家园、广西南明针具交换中心、凭祥市艾滋病医院以及湖北和广西两地的疾病预防控制中心的实验室和培训中心等。

参加考察的记者在活动结束后纷纷表示，辉瑞组织的这次艾滋病考察活动，使大家有机会面对面地和艾滋病感染者、地方疾病预防控制中心的工作人员、基层防治艾滋病的一线医务工作者以及艾滋病专家等各方面的人员进行交流和的学习，更全面、更直接地了解了我国开展艾滋病防治工作的情况。

辉瑞在抗击艾滋病方面所开展的工作和努力是公司积极倡导企业公民义务的具体体现。我们希望通过与包括政府和非政府组织在内的社会各界携手，共同致力于中国基础医疗水平的提高，以使广大中国人民能够享有更健康、更长寿、更幸福的生活。



世健会首席执行官 John Howe 博士向 Paula Luff 高级总监颁发荣誉证书
Dr. John Howe, CEO of Project HOPE issued honorable plaque to Ms. Paula Luff

世健会首席执行官 John Howe 博士向辉瑞中国新任董事长兼总经理艾德先生颁发荣誉证书
Dr. John Howe, CEO of Project HOPE issued honorable plaque Mr. Ahmet Esen, Pfizer China Chairman and General Manager

In March, cherry bloomed in the spring breeze on East Lake, the neighboring famous sight - seeing of Wuhan University. While people were sharing their leisure, people from Pfizer and Project HOPE were collaborating to prepare the HIV/AIDS Training Programs in Hubei.

In January 2006, MOH issued official HIV/AIDS Report indicting there are estimated 650,000 HIV/AIDS reported cases in China. The transmission is from high risk to normal population and emerged as the potential threat to public health. Last March, Vice Premier Wu Yi addressed at HIV/AIDS GBC, "To succeed in AIDS prevention and treatment is not only an unshakable obligation of the Chinese government but also the common responsibility of society as a whole, including business."

In response to Chinese government call to fight against HIV/AIDS prevalence in China, Pfizer provided 2 million RMB grant to conduct healthcare providers' capabilities training programs in Hubei and



湖北省随州市安居镇社区医院的艾滋病宣传标语
Anti - HIV posters in Anju community hospital, Suizhou City of Hubei Province

Guangxi respectively by working with local government, CDC and NGOs.

I. Training Program in Hubei Province

On March 29th, 2006, Pfizer and Project HOPE jointly announced the official launch the Collaborative Training Program on HIV/AIDS partnering Hubei Center for Disease Control and Prevention in Wuhan, the capital city of Hubei Province.

Mr. E. Allan Gabor, Vice President of Pfizer Asia, Mr. Ahmet Esen,

Chairman and General Manager of Pfizer China, Ms. Paula Luff, Senior Director of Corporate Philanthropy, Pfizer Inc, Ms. Atiya Ali, Manager of International Philanthropy, Pfizer Inc, Ms. Danlong FENG, Corporate Affairs Director of Pfizer China, Director Board Members of Project HOPE, Mr. Huang Jin, Vice President of Wuhan University and Professor Gui Xi'en, widely recognized as the foremost HIV/ AIDS expert from Zhongnan Hospital, and around 20 medias from Beijing, Shanghai, Guangzhou, Wuhan and teachers and



Paula Luff 女士在开幕式上发表讲话
Ms. Paula Luff made speech at the opening ceremony



企业事务总监冯丹龙与世健会董事会主席桑德斯及世健会首席执行官 John Howe 先生合影
Mr. Sanders and Dr. John Howe of Project HOPE with Danlong FENG at the opening ceremony in Wuhan



辉瑞公司亚洲区安高博副总裁及世健会董事会主席桑德斯先生向湖北省卫生厅黄利鸣副厅长赠送纪念品
Vice president E. A. Gabor and Mr. Sanders of Project HOPE presented plaque to Mr. Huang Liming, Deputy Director General of Hubei Bureau of Health



桂希恩教授与冯丹龙总监在新闻媒体艾滋病培训讲座上
Professor Gui Xi'en and Danlong FENG at Media HIV Training

students from Wuhan Nursing College presented the ceremony.

In line with an agreement signed in 2005, Pfizer funded a one-million-RMB grant (US\$125,000) to Project HOPE for the programs in Hubei. This partnership includes HIV training programs for healthcare providers at the Zhongnan Hospital in Wuhan and other 10 HIV prevalence counties of Hubei Province. The program will aid over 300 healthcare providers enforce their HIV/AIDS capabilities across entire Province.

"Partnerships like this will advance the Chinese government's priority to train more healthcare providers in the fight against HIV/AIDS," said Mr. E. Allan Gabor, Vice President of Pfizer Asia. "This new initiative will help enhance the healthcare infrastructure to better manage patients living with HIV/AIDS in China."

"AIDS throughout China is an epidemic of great concern," said John P. Howe III, M.D., President and CEO of Project HOPE. "Project

HOPE, Pfizer and the Chinese government all share a common goal – to deter the spread of this deadly virus. This long-term partnership will join the best in AIDS prevention, treatment and care."

Mr. Huang Liming, Deputy General Director of Hubei BOH and Director General Zhan Faxian from Hubei HIV/AIDS Prevention & Treatment Center presented the ceremony and made speech to invite more business and NGOs into the campaign. They also highly evaluated Pfizer – Project HOPE cooperative model as a successful one.

II. Training Program in Guangxi Zhuang Autonomous Region

On March 31st, Pfizer and FHI jointly announced the official kick-off the HIV/AIDS Training Program by partnering Guangxi CDC in Nanning, the capital city of Guangxi Zhuang Autonomous Region.

As the same agreement with Project HOPE, Pfizer provided one million

RMB (US\$125,000) to FHI for the healthcare providers' training programs. The training program is tailored to enhance diagnosis and treatment capabilities of over 100 first-line healthcare providers in community hospitals across Guangxi. Additionally, the grant will support FHI in providing continuous support and training at hospitals in Pingxiang and Ningming treating AIDS patients. FHI will recruit both overseas and local experts to assist healthcare providers strengthening their diagnosis and treatment of HIV/AIDS. A select group of healthcare providers will also be sent to study at a training course in Thailand.

"The training partnership program is a part of Pfizer's support in advancing government priorities in HIV/AIDS care," said Ms. Paula Luff, Senior Director of Corporate Philanthropy, Pfizer Inc, "We strongly believe that the training will not only develop better qualified healthcare providers, but will also benefit patients living with HIV/

AIDS by offering earlier diagnosis and improved care.”

“With the support of Pfizer, we are able to provide quality and value-added training for Guangxi healthcare providers. We believe that this partnership between the government, industry and NGOs will create a successful model for training healthcare providers in China,” commented Dr. Cheng Feng, County Director of FHI.

III. GHF Program

To increase efforts to combat HIV/AIDS, Pfizer has also firstly introduced Global Health Fellows (GHF) Program into China. The GHF is a unique approach to corporate social responsibility that pairs Pfizer employees with non-governmental organizations (NGOs) working to fight HIV/AIDS, tuberculosis, malaria, and other devastating diseases. Two Pfizer scientists - Ms. Miao-Miao Horng and Mr. Sun Dexue came to

China this February, to share their expertise in laboratory test evaluation and bioinformatics, the convergence of biology and technology with Chinese medical counterparts at the Zhongnan Hospital, and other townships hospitals across the Hubei Province. These two Global Health Fellows will focus their efforts on evaluating and updating local clinical laboratory techniques.

IV. Media Field Visit to HIV Hospital and Patients

Pfizer invited media friends from Beijing, Shanghai, Guangzhou and Wuhan to participant in the openings of HIV/AIDS Training Program as well as HIV training. Pfizer invited Director General Zhan Faxian from Hubei CDC and Professor Gui Xi'en to give lectures on HIV epidemic and treatment. Danlong also reported Pfizer China initiatives to the HIV campaign.

Pfizer people and media journalists visited Anju Township HIV/AIDS Warm House and local CDC of Hubei, and Ningming Needle Exchange Center, HIV hospital and local Pingxiang CDC in Guangxi. They appreciated the opportunity to communicate HIV/AIDS patients, government officials from local CDC, healthcare providers of the first-line of fighting against HIV/AIDS. During the field visit organized by Pfizer, they interviewed the healthcare providers, HIV patients and got the first hand information of HIV/AIDS epidemic in high risk areas.

All the HIV/AIDS initiatives are only a part of Pfizer commitment to Corporate Social Responsibility (CSR). We wish to jointly work with government, NGOs and other social resources to better enhance the infrastructure construction to the Chinese healthcare and enable the Chinese people to share their happier, longer and healthier lives.

辉瑞公司及家庭健康国际中国区领导与广西卫生厅及疾控中心的领导与参加培训的学员合影
Leaders from Pfizer, China Region of Family Health International and Guangxi BOH, CDC had group photo with trainees in Nanning, Guangxi

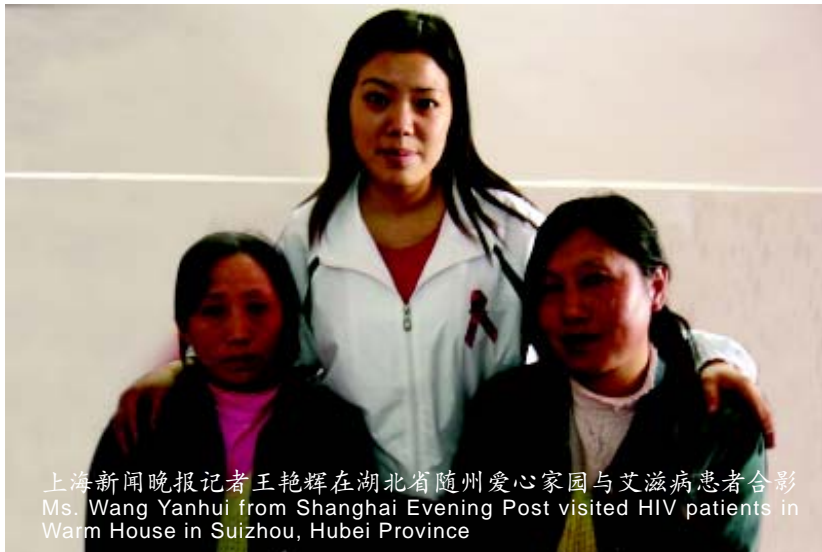


不仅仅是失眠

Not Just Sleeplessness

王艳辉 上海新闻晚报记者

By Wang Yanhui Journalist of Shanghai Evening Post



上海新闻晚报记者王艳辉在湖北省随州爱心家园与艾滋病患者合影
Ms. Wang Yanhui from Shanghai Evening Post visited HIV patients in Warm House in Suizhou, Hubei Province

我的一位密友曾一天到晚向我诉说失眠的痛苦，说她常常是翻来覆去辗转反侧，心中默数了几千头羊，还是毫无睡意。在帮她想了N种办法仍不奏效的情况下，我开始在MSN上刺激她：“本人只要一沾枕头，想不睡都难！”话音未落两天，不知失眠为何物的我就开始深切体会到了失眠的滋味，一到夜半三更，眼前浮现出的全是那一张张痛苦的面孔和一双双呆滞的眼神……

今年3月29日，我参加了辉瑞—世健会艾滋病培训项目的开幕仪式并随大家去了湖北和广西的艾滋病高发区考察，首次零距离接触了这群特殊的艾滋病毒携带者。尽管此前，著名的艾滋病专家桂希恩教授为我们作了专业知识培训，心中依旧带着一丝恐惧和不安。

在当地疾病控制中心和社区开设的温馨家园内，10多位艾滋病毒感染者排成三排整齐地坐着，等待着我们的到来。从进门那一刻，我

们一开始真的不知道该如何同他们交流，直到一位有经验的志愿者大方地上前来与最边上的患者热情地握手、拥抱。刹那间，大家才似乎一下明白了自己该怎么做，纷纷找到了自己一对一的交流对象。

安兰是位艾滋病毒携带者。4年前，她的丈夫因为卖血染上了艾滋病，不久便撒手人寰，而她也随即被检测出HIV阳性。因为患病后抵抗力低，她动不动就感冒、发烧和腹泻。当听说发病之后甚至会患上肺结核，导致全身免疫力失调时，她呆滞的眼神更加黯淡了。看到旁边的病友在动情地哭，安兰似乎也忍不住了，嘴角开始抽搐起来。我不由得抱住她的肩膀，试图使她平静下来。

安兰原本是个热情开朗的人，在村里人缘很好。但自从被确诊为艾滋病后，她一下子便感觉到和大家的关系明显疏远了。她明白，人家恐惧的是她丈夫的死和她的病。

她开始注意并告诉两个儿子不要随便串门，村里人的红白喜事她也不再帮忙，这样大家便可以相安无事了。

在和安兰交谈的过程中，我还时不时用眼睛去扫视右侧的几位男性艾滋病毒携带者。一开始没有人上前跟他们交流，他们似乎也没有交流的欲望，一个个看起来表情都很木讷。直到后来有人主动与他们攀谈，他们的态度才逐渐变得开朗了起来，笑起来时还露出洁白的牙齿。后来，我也忍不住也走到他们中间，一起拍了合影。

在交流的过程中，我发现女人们大都用泪水诉说着自己的无助和委屈，而男人们则少言寡语。如果非要他说些什么，他也许会说：“我很可能明天就没命了，不过我不怕，看每天有多少车祸发生，人的命有时候真难预测……”

晚上回到下榻的酒店，心头觉得像压上了一块巨石。我有种强烈的倾诉欲望，想把自己白天的见闻讲给所有认识的人。尽管很累，却毫无睡意。一合上双眼，眼前便浮现出一条条鲜艳的红丝带。辗转至凌晨三时，才因困倦不堪而昏昏睡去。

谁知这失眠只是个开头，接下来的几天时间，我依旧在睡梦中和潜意识里与艾滋病感染者交流，我看到他们的泪水和无助，我听到他们的呐喊和疾呼，我读出了他们内心深处脆弱和坚强的灵魂。我真的不能自己，我深知，这样发展下去的结果，一定会患上抑郁症。

写出这些文字的目的，只为告诉自己和所有的人：一定要珍惜生命。

A close friend of mine has been complaining to me for a couple of days about her sufferings from insomnia. She told me that she had counted thousands of sheep and however, could not fall asleep. I gave her several advices but all failed. So, I tried to stimulate her on MSN saying, "I can go to sleep as soon as I am on the edge of bed". Unfortunately, shortly I sent the message, I got the revenge to suffer from insomnia myself. When in midnight, the painful faces and dumfounded eyes always emerged in front of me.

On March 29th, 2006, I participated in the opening of Pfizer-Project HOPE HIV Partnership Training Program in Hubei and Guangxi. I also visited the filed visit to HIV Ware House, that is hosted by Community Hospital and local Center of Disease Control and Prevention. It was my first face-to-face contact with HIV patients. Although we received an HIV/AIDS Education Training program by Professor Gui Xi'en, the well-recognized HIV expert the day before visit, I feared and worried to face the direct contact.

When we stepped into the Warm House, we saw tens of HIV patients waiting for our arrival. It's such a harsh time for us to open our mouths. At the moment, a Pfizer staff walked to shake hands and hugged one of the patients and then, everyone seemed to find themselves and was aware of how to communicate. Hence, all the female infections on the left side shortly started their one-to-one conversation.

Ms. An Lan (not the true name), 40 years old, was an HIV/AIDS Positive. 4 years ago, her husband passes away for HIV infected through illegal blood deal. She tested as HIV positive afterwards. Due to the terrified disease,

she was frequently caught cold, had high fever and accompanied with diarrhea. She was totally disappointed when she was told the result. She was up-site-down when told she would suffer from TB and other diseases due to disordered immune system caused by HIV, she couldn't help sweeping tears. I tried to calm her down by clasping her with my arms.

An Lan use to be optimistic and easy going within the villagers. But, since she was diagnosed the HIV positive, she changed a great deal. She understood that her neighbors were afraid of HIV virus that killed her husband's dead and she herself was transmitted. Thus, she started preventing her two sons visiting their classmates and she never appeared in public occasions like wedding and funeral in the village. Only by this could everyone live peacefully.

In the conversation with An Lan, I also glimpsed around the other 7 or 8 male HIV/AIDS positive. No one talked to them at first and they they seemed no interest in talking until a bravely one from us talked to them. I realized that I was wrong for their friendly smiles. Later, I joined them and had proactively

asked for a picture with them.

During the exchange, I noticed that women were easier to express their helplessness with their tears, but for men, they preferred to keep silent. If they had to speak out, they might just say: "I might die tomorrow, but I am not afraid of it. People die from accidents everyday. We never know what happens tomorrow..."

That evening in hotel, I felt frustrated and hard to breathe. I was anxious to share my feelings with everyone I knew. Even I was tired out, I failed to fall asleep. As soon as I closed my eyes, there were pieces of reddish ribbons wavering in my eyes. Finally, I unconsciously got into dreams.

However, it's just a start. In the following day, I was always indulged in the conversation with HIV patients in dreams. I saw their tearing and heard them sobbing and crying. I also felt the soft and strong in their hearts. I could not help thinking of them. I know that I would go crazy if I could not walk out.

The purpose of my writing is telling all the people including myself - to cherish your and others' lives.

编者的话：

在我们结束了艾滋病实地考察后读到了这篇文章，它讲述了作者在参加了艾滋病爱心家园参观后的随想。我们被文章所表达的真挚情感所深深打动了。

为提高广大中国人民的健康水平，我们每个辉瑞人都应该恪守我们的诺言，努力工作并奉献出更多更好的创新产品。

Editor's Remark:

Shortly after we returned from the field visit in Warm House, we read the touching article. We publish it to encourage all of our Pfizer people working hard to dedicate more innovative medication to benefit the healthcare of the Chinese people.

Care about Your Neighbors,
Care about Yourself

关注社会健康

从关注社区开始

记辉瑞中国支持上海开展社区高血压患者疾病管理项目

Pfizer Supports Community Health Service in Management of Patients with Hypertension and Cardiovascular Disease in Shanghai

2005年11月29日,辉瑞公司副董事长金德勒先生、全球健康集团公共事务部副总裁希尔玲女士和辉瑞中国董事长兼总经理安高博先生等公司领导在出席了上海全球契约峰会之后,专程来到上海市疾病预防控制中心(以下简称上海市疾控中心),参加辉瑞中国与上海市疾控中心举行的备忘录签字仪式并正式启动了辉瑞支持上海社区开展的针对高血压患者的疾病管理项目。上海市卫生局副局长蔡威及上海市疾控中心主任张胜年一同出席了仪式。

众所周知,心血管疾病正成为当今社会危害人民健康的最主要疾病之一,其死亡率也呈逐年上升趋势。为了有效地遏制心血管疾病对人民健康的危害,以实际行动支持在社区开展高血压的基层防治工作,作为在高血压和对有心血管风险因素患者的疾病管理方面有着独到专长的辉瑞公司,主动请缨与上海市疾控中心开展合作并得到了上海市卫生局的大力支持。

该项目简称为“DMaP”,其设计的宗旨是向被遴选的社区医院医生提供在职教育和培训,以提高其医学理论水平和临床实践技能。同时,项目还将向心血管疾病患者提供培训资料以帮助其更好地了解 and 掌握病情,并逐步实现疾病管理和及时进行治疗的目标,进而协助政府卫生机构改善疾病的控制管理、社区医院资源的合理利用和节约治疗费用等目的。此外,项目的另一个关键内容是根据上述指

导思想专门设计了一个技术平台,为医生提供一个用户管理界面以监控和识别单个病人的需求,从而为病人设计出量身定制的、灵活的疾病管理方案。整个项目的内容既包含有教育咨询等知识性服务,又涵盖了疾病干预和专家转诊的专业医疗服务。

“辉瑞公司在建立、实施疾病控制管理系统领域有着极其丰富的经验和专长。此前,在美国佛罗里达州和英国Haringey的辉瑞健康解决方案都是非常成功的例证。”辉瑞中国的董事长兼总经理安高博先生说,“为了更好地配合上海相关政府部门提高慢性病的社区健康管理水平,辉瑞公司决心与上海疾控中心紧密合作,为‘DMaP’的高血压疾病试点管理项目的建立与实施工作奉献全部的专业知识和管理经验。我们期望上海广大社区的患者能够从中受益,同时也希望它在探索有效管理疾病的同时,减轻政府卫生部门的压力。”

与此同时,社区高血压患者疾病管理项目也在浙江省杭州市的部分社区同时进行。



金德勒副董事长与上海市卫生局副局长蔡威出席签字仪式
Mr. Kindler and Shanghai BOH Deputy Director General Cai Wei at signing ceremony

On November 29, 2005, Pfizer Vice Chairman Jeff Kindler and Ms. Marjory Searing, Vice President of Global Pharmaceutical Group and Pfizer China Chairman and Country Manager Allan Gabor went to Shanghai CDC to present the Signing Ceremony of Memorandum of Understanding and generated Pfizer - Shanghai CDC Community Health Service in Management of Patients with Hypertension and Cardiovascular Disease. Mr. Cai Wei, Deputy Director General of Shanghai Bureau of Health and Mr. Zhang Shengnian, Director of Shanghai CDC also presented the event.

Cardiovascular and hypertension diseases are among the top killers in China. In the long term, the patients rely on Tier III hospitals and would not visit doctors in community hospitals. One of the government's key objectives is to drive 80% of the total volume of chronic disease patients to Tier I (Community Health Service) hospitals and clinics. Currently, the majority of these patients (50-70%) are being managed by Tier III (tertiary/academic medical) centers who are facing increasing bottlenecks in their out-patient medical clinics as patient preference and demand to see specialists in tertiary centers has been driven, to a large extent, by a perception of inadequate quality of service in Tier I hospitals. The situation urges the emergence of a well-managed community health care service center to take care of all the chronic diseases.

Pfizer has significant experience and expertise in developing and implementing successful disease management programs in this area - PHS in Florida (US) and Haringey (UK) are recent examples. Given Pfizer's interest in aligning with the Shanghai District Bureau of Health's



initiative of improving management of chronic disease in the community, we have decided to collaborate closely with the Shanghai CDC in the development and implementation of a pilot CV disease management program known as DMaP.

The DMap program has four key components:

1. Educate and train community hospital physicians
2. Create education materials and patient self-management tools
3. Develop a technology platform to provide a user-interface to patients for further information resources as well the repository of education materials and patients' data
4. Measure outcomes of this program

Benefits to Shanghai through this project

- Improve the quality and effectiveness of treatment offered by community hospitals to patients with hypertension and CV disease
- Enhance knowledge and skills of community hospital physicians
- Establish a sustainable on job train-

ing scheme for community hospital physicians to better diagnose and manage CV disease

- Obtain meaningful outcomes data from this pilot that demonstrates the effectiveness of this program
- Help guide scalability of the programs

Chairman and Country Manager of Pfizer China Allan Gabor commented, "With rich disease management experiences, Pfizer China is willing to partner Shanghai CDC in community disease management program. We believe that, our combined effort and collaboration will benefit both the physicians from communities and the patients as well. Our commitment to being an exemplary corporate citizen is reflected in our extensive efforts to improve access to healthcare, the core focus of this initiative, and a governing principle in the way we do business. We strive to make every country and community in which we operate a better place to live and work."

In the meantime, Pfizer also collaborated with Hangzhou CDC to conduct the disease management programs in communities of Hangzhou, capital city of Zhejiang Province.

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并祝销售队伍实现2006年“让我飞得更高！”的目标！

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陈洁萍

新产品冠军地区经理 Best DM of New Products Sales



陈洁萍

Together, let's congratulate Sales Superstars' achievements and wish the Sales Team reach the Goal of 2006 "I will fly higher" !

我们用行动奉献爱心

辉瑞全球志愿者来到中国

2006年,为支持中国抗击艾滋病的斗争并鼓励辉瑞中国的同事积极参与,辉瑞首次在中国引进了全球志愿者项目。该项目是由辉瑞全球各地员工自愿申请参加并与项目所在地的非政府组织进行合作,在全世界范围内就重大传染性疾

开展合作,提供技术支持、专业培训和辅导等服务。

作为辉瑞公司第五批全球志愿者成员的李妙妙女士和孙德学先生,已于2006年2月初先后抵达北京。在企业事务部同事的陪同下,两位志愿者专程来到辉瑞中国北京办公室并听取了有关辉瑞中国开展抗击艾滋病活动等方面的介绍。其中,孙德学先生还特地陪同公司副董事长金德勒先生出席了2月16日在北京举行的2006跨国公司中国论坛。金德勒副董事长发言时向所有与会代表介绍了孙先生,并对志愿者们在履行企业社会责任中的奉献给予了高度评价。

他们目前已开始了在湖北省武汉市与中国医务工作者一起工作,共同抗击艾滋病。

李妙妙女士是辉瑞动物保健生产基地的一位科学家。她将利用自己在抗感染以及免疫学方面的丰富经验,协助世界健康基金会评估和更新最新临床实验方面的技术,并帮助指导和培训主要市级医院的医务工作者以及附近各乡村卫生院的医护人员。

孙德学先生来自辉瑞格罗顿全球研发中心。作为一名从事分子生物学和分子生物信息研究的科学家,他将帮助世界健康基金会及中南医院开发并建立一个中心数据库。这一先进的数据库将帮助获得、执行并且存储有关药物治疗以及患者病情监控等有关信息。

让我们热烈欢迎他们的到来,并共同祝愿他们在中国的工作顺利及取得圆满成功!



关爱生命,
Life Is Our



辉瑞国际志愿者与世健会工作人员在中南医院合影
Pfizer GHFs with Project HOPE staff in Zhongnan Hospital

Love in Action

Pfizer Global Health Fellows Come to China



Ms. Miao-miao Horng and Mr. Dexue Sun, two of Pfizer Global Health Fellows, have arrived Beijing last week. They are among the fifth round of Pfizer Global Health Fellows, and are the first two fellows come to China. Both of them visited Pfizer China Beijing Office for the orientation and listened to the briefing of Pfizer China's efforts in fighting against HIV/AIDS in China.

Mr. Dexue Sun accompanied Mr. Jeffrey Kindler; Vice Chairman of Pfizer Inc attended the Transnational Corporations China Forum 2006 held on Feb. 16, 2006 in Beijing. Mr. Kindler introduced Mr. Sun to all forum participants and said that the Global Health Fellow program was the best practice of Pfizer's commitment to Social responsibility.

Miao-miao and Dexue are on board on Feb. 27 in Wuhan to support one of our NGO partners, Project HOPE on its HIV/AIDS Initiative by supporting their expertise in fighting against HIV/AIDS in rural area.

Ms. Miao-Miao Horng, a

scientist at Pfizer's Kalamazoo site, will work with Project Hope for four months in Wuhan, China. Applying her background in infectious diseases and immunology, she will evaluate and update clinical laboratory techniques and will train and mentor healthcare workers at the city's major hospital, as well as the clinics and healthcare centers in the township and surrounding villages.

Mr. Dexue Sun, a research scientist of PGRD Groton, will work with Project HOPE to develop a centralized database and training program for healthcare workers caring for HIV/AIDS patients and their families. His expertise in bioinformatics, the convergence of biology and technology, will aid in establishing a state-of-the-art system to capture, process and store data on treatments and patient progress.

Let's welcome and applaud for their arrival and wish their successful assignments in China. We are looking forward to share their touching stories and experiences.



李妙妙女士
Ms. Miaomiao Horng



孙德学先生
Mr. Sun Dexue

In November 2005, more than 800 corporate leaders, policy-makers and civil society representatives from around the world got together in Shanghai for the largest ever high-level corporate responsibility conference themed as “Building Alliances for a Sustainable Global Economy” in China.

As the representative of the world leading pharmaceutical company, Vice Chairman of Pfizer Inc Mr. Jeff Kindler presented and made a speech of “Three Proverbs” - Strength in Numbers; Health is wealth; Actions speak louder than words. He took Pfizer’ practice as the example to probe relations between the Corporate Citizenship responsibility and the global economics success.

Increasingly, business leaders worldwide have embraced universal, principle-based practices in pursuit of a more sustainable global economy. Corporate responsibility, both social and environmental, has become an essential component of business strategy, as it helps minimize risk, build trust and make a contribution to global development.



辉瑞公司副董事长金德勒先生代表辉瑞发表讲话
Vice Chairman Jeff Kindler made speech on behalf of Pfizer

链接：全球契约

自1945年以来的几十年中,对多边接触和开放市场作出的承诺推动了增长与发展。但全球化的阻力在世界许多地区日益高涨,因为市场满足社会期望和需要的能力受到质疑,市场力量的扩张超过了社会及其政治制度进行有效调整的能力。

捍卫以往的成就并为新的繁荣时期铺平道路,需要在两方面采取紧急行动:

加强对开放和包容性的承诺;并

寻找新的方式使全球市场力量扎根于普遍共有的社会价值观念,从而使所有国家和文化都有一种拥有全球经济的感觉。

在1999年达沃斯世界经济论坛上,联合国秘书长科菲·安南要求企业界发挥作用,无论在何处开展业务都表现出良好的全球公民精神。他提议制定一项“全球契约”,该契约涉及国际共同协定的三个方面:人权,劳工标准和环境保护。

因此,秘书长向企业家提出了一项挑战:接受并实施源自《世界人权宣言》、国际劳工组织关于基本原则和权利的宣言、哥本哈根首脑会议以及1992年联合国环境与

发展会议(地球问题首脑会议)的《里约宣言》的九项原则:

人权

1. 企业应在其影响力范围内对保护国际社会宣布的人权给予支持和尊重;并
2. 确保它们不与践踏人权者同流合污。

劳工

3. 企业界应支持结社自由及切实承认集体谈判权;
4. 消除一切形式的强迫和强制劳动;
5. 切实废除童工现象;
6. 消除就业和职业方面的歧视。

环境

7. 企业应支持采用预防性办法来应付环境挑战;
8. 采取主动行动,促进在环境方面采取更负责任的做法;
9. 鼓励开发和推广不损害环境的技术。

For English version, please click the linkage: <http://www.un.org/depts/ptd/global.htm>

积极倡导“和谐发展”观 认真履行企业社会责任

辉瑞公司副董事长杰夫·金德勒先生出席 2006 跨国公司中国论坛

Advocate Harmonious Development and
Commit to Corporate Social Responsibility

2006 年 2 月 16 日,辉瑞公司积极参与了商务部国际贸易经济院主办、联合国秘书长办公室全球契约等协办的 2006 跨国公司中国论坛“中国企业,公司责任与软竞争力”峰会。

辉瑞公司副董事长杰夫·金德勒先生专程从美国赶来参加此次峰会并作为企业代表第一个在会上发表主题演讲。辉瑞全球药品集团亚洲区副总裁安高博先生、辉瑞公司企业公民义务高级总监 Nancy Nielsen 女士、辉瑞全球药品集团亚洲区企业事务总监 Christopher Costigan 先生以及辉瑞中国企业事务

部总监冯丹龙女士等陪同出席了此次峰会。

金德勒副董事长围绕辉瑞在实现企业公民义务方面的基本理念,结合公司在此领域的具体实践,发表了题为“辉瑞全球公民义务的实践:为了健康的社会与企业”的精彩演讲。

金德勒副董事长的演讲赢得了全体与会人员的广泛好评。会议主持人商务部国际贸易经济合作研究院的柴海涛院长在总结发言中表示,辉瑞的行动是一个企业履行其企业公民义务的最好体现。

企业的社会责任正日益受到各方的广泛关注。在最新修订的《公司法》中明确提出,企业要“承担社会责任”。这次会议是迄今为止国内在企业社会责任方面最具权威性的会议之一。来自相关政府部门、权威机构以及国内外企业的四百多名代表参加了此次会议,包括人民网在内的多家主流媒体对会议进行了广泛而深入的报道。

The Transnational Corporations China Forum 2006, Summit on “Chinese Corporations, Corporate Responsibility, Soft Competitiveness” is held in Beijing on Feb. 16, 2006. The summit, which is supported by Pfizer, is organized by Chinese Academy of International Trade & Economic Cooperation of MOFCOM and co-hosted by Global Compact - United Nations Secretary General's Office.

Mr. Jeffrey B. Kindler, Vice Chairman of Pfizer Inc, makes a special trip from the United States to participate in this summit meeting and he is the first speaker from the enterprises to deliver the speech. Mr. E. Allan Gabor, Vice President of Asia Region, Pfizer Global Pharmaceuticals, Ms. Nancy Nielsen, Senior Director of Corporate Citizenship, Pfizer Inc, Mr. Christopher Costigan, Director of Corporate Affairs-Asia, Pfizer Global Pharmaceuticals and Ms. Danlong Feng, Corporate Affairs Director of Pfizer China also attend this meeting.

Mr. Kindler's speech, titled “Pfizer's Global Corporate Citizenship Approach: Towards a

Healthy Society and Enterprise”, spiffily introduced Pfizer's opinion on social responsibility as well as corporate citizenship, combined with Pfizer's approaches in field. The audiences applauded to this speech. The moderator, Mr. Chai Haitao, President of Chinese Academy of International Trade & Economic Cooperation of MOFCOM, said Pfizer's approach is one of the best practices of the corporate commitment to social responsibility.

The implementation of social responsibility of enterprises has been broadly recognized recently. The newly amended “Company Law” marks out that enterprise should “commit to its social responsibility”. The Transnational Corporations China Forum on Corporate Responsibility is one of the most authoritative forums in this field. More 400 representatives from the government agencies, related organizations as well as enterprises local and global attended this forum. The forum is also been broadly covered by most of main media including www.people.com.cn.

Pfizer's Global Corporate Citizenship Approach: Towards a Healthy Society and Enterprise

Jeffrey B. Kindler Vice Chairman, Pfizer Inc
at the

Transnational Corporations China Forum 2006 Summit on
Chinese Corporate Responsibility & Soft Competitiveness
February 16, 2006



公司副董事长金德勒先生在大会上演讲
Mr. Jeff Kindler is delivering speech at the Forum

“ I am pleased speak about the “Responsibilities of Transnational Enterprises in China.” At Pfizer, we see those responsibilities as being consistent with “harmonious development” among the enterprise, society and the environment.

The goal is a situation where everyone in the enterprise, and everyone affected by the enterprise, comes out ahead...where gains for business don't come at the expense of society, because ultimately...the health of a business is only as good as the health of the society it serves. As a global en-

terprise with important and growing operations in China . . . we at Pfizer share a strong commitment to aiding China's economic prosperity and improving the health of China's people. We are also excited to be part of a growing, vibrant market with such talented people.

But before I talk more about Pfizer's commitments today, let me briefly introduce you to our company. Pfizer is the world's largest research-based pharmaceutical company. We were founded in 1849...in New York City with about \$50 billion in annual

sales...115,000 colleagues worldwide...and operations in more than 180 nations.

Our history in China goes back to 1984 when we worked with Beijing No. 3 Pharmaceutical Plant to manufacture and distribute the antibiotic Cefobid. Two years later we established a Capsules Gel plant in Suzhou (SU Joe).

Today, with \$500 million invested in China to date, we now have a business presence in over 50 cities...and have four state-of-the-art manufacturing facilities in Dalian, Suzhou and Wuxi . . . employing 1,800 colleagues nationwide. Pfizer has brought 40 innovative products to China, including critical medicines such as Novasc, Lipitor, Vfend, Celebrex, Zithromax and Viagra.

That reality leads us to the concept of “harmonious development” and its main components -- “sustainability of the enterprise” and “sustainable development.”

“Sustainability of the enterprise” means continuing to invest in doing what Pfizer does best...as an ongoing business: discovering and developing new medicines. “Sustainable development” means investing through public-private partnerships... in the health of less-advantaged people...in ways that help them take charge of their own health.

For example, to “sustain the enterprise,” we set up a research and development center in Shanghai in November 2005. This center will not only bring innovative medicines to China faster, but it will also be an investment in China's knowledge-

based industry and infrastructure. To invest in “sustainable development,” Pfizer and the Shanghai Center for Disease Control & Prevention agreed in November 2005 to a new partnership focused on improving the health of China’s people.

We will work with the Shanghai CDC in several communities to support a more integrated approach to prevention, early diagnosis and early treatment of hypertension. The goal is

building health infrastructures. All of these investments are focused on sustainable development.

One of our newest, and most exciting efforts at Pfizer, is the Global Health Fellows Program. Twice a year, we send a handpicked group of colleagues to work on the front lines of the battle on HIV/AIDS and other infectious diseases. These colleagues include doctors, scientists, lab technicians, inventory managers, and human resource

We recognize that in today’s marketplace, a pharmaceutical company must have a total ethical framework in order to compete.

to make many more people aware of how they can prevent or manage hypertension, which can be a crippling or deadly disease.

Towards that end, we established a Pfizer China HIV/AIDS Task Force with members from Medical, Corporate Affairs, Marketing, Human Resources and Finance. Our current programs range from fighting stigma and discrimination...to publicizing our AIDS in the Workplace Policy...to visiting rural areas to create philanthropic programs.

We identified a specific global public health approach: Enhance capacity through the training of health care professionals, supported by existing philanthropic models such as the Diflucan Partnership Program and Global Health Fellows.

Pfizer works alongside governments, NGOs and other businesses to fight and prevent HIV/AIDS by making our medicines available...by training healthcare professionals...and by

specialists among others. Their assignments with NGOs are mostly in Africa and Asia and last four to six months.

We’ve now sent 90 Pfizer colleagues into the field on assignment. I’ve heard many of their stories when they’ve returned. Not only do they help fight HIV/AIDS in their host countries...but they return home transformed by the experience...and, in turn, inform us.

Global Health Fellows is also now being hailed by others as an example of corporate social responsibility. Two of our Global Health Fellows will arrive in China in the Hubei (Hu Bay) rural area next week to help fight HIV/AIDS. They will be working with healthcare NGOs in HIV/AIDS outreach centers for six months, and I am sure there will be more Pfizer volunteers in the future.

Pfizer is also the world’s most philanthropic company, according to The Chronicle of Philanthropy. In 2004, Pfizer donated \$1.3 billion in medicine and cash, and in 2005 we expect it to be \$1.5 billion. This global citizenship

framework defines how we engage stakeholders... and conduct business responsibly...throughout the world. It is a comprehensive set of values, policies, practices, and programs, which are integrated into our business operations worldwide. We recognize that in today’s marketplace, a pharmaceutical company must have a total ethical framework in order to compete.

In addition...in this age of the Internet... we understand the demand to have public access to the results of late-stage clinical trial data. We have already posted data from hundreds of studies. We are also disclosing them in summary, and working with others to create trial registries. Our outreach to patients is also being guided by stronger commitments to discussing risks versus benefits and alternatives to our medicines.

Our commitment in China over the years has included investment in infrastructure and capacity building...the continuous introduction of innovative medicine...ongoing doctor and patient education campaigns... and community philanthropy programs.

Pfizer’s robust commitment to philanthropy here in China has exceeded RMB 60 million (equivalent to US\$7.4 million) since early 1990s...and spans a variety of areas including disease awareness, health education, medical training and disaster relief.

In the end, our goal is to find common ground with all who want what we want—greater access to medicine for people in need, and a healthier world for all. And that, we believe, is one of the necessary roads to harmonious development.

Thank you.

辉瑞全球公民义务的实践

为了健康的社会与企业

辉瑞公司副董事长 杰夫·金德勒
2006年跨国公司中国论坛
“中国企业、公司责任与软竞争力”峰会
2006年2月16日·北京

“今天,我就“跨国企业在中国的责任”为题,向大家介绍辉瑞在实现企业社会责任方面的工作和实践。

在辉瑞,我们的目标是要达到这样一种境界,企业中的每个员工和我们所有的客户及合作伙伴都能够心心相通。我们认为,企业获取的利益是不能通过损害社会而实现的,因为归根结蒂商业活动的良性发展取决于它所服务的社会的良性发展。

作为一家在中国市场和业务不断增长的跨国企业,辉瑞一直承诺致力于促进中国经济的繁荣和提高人民健康水平。我们对能够跻身中国这样一个充满活力和人才济济的市场而感到非常兴奋。

请允许我先简要介绍一下辉瑞公司。辉瑞是世界领先的、以研发为基础的制药企业。它于1849年在美国纽约成立,至尽为止已有150多年历史。现在平均每年全球的销售额约为500亿美元,公司的11.5万名员工在全球180多个国家和地区开展经营活动。

辉瑞在中国的发展历史可以追溯到1984年。当时辉瑞和北京第三制药厂合作分装和销售抗生

素药物—先锋必。两年后,我们在苏州建立了胶囊生产厂。辉瑞目前在中国的投资总额已超过5亿美元,经营活动遍及50多座主要城市。我们在大连、无锡和苏州拥有四座具有国际领先水平的现代化生产设施,员工人数达1,800余名。辉瑞已先后在中国上市了包括络活喜、立普妥、威凡、西乐葆、希舒美和万艾可等主要产品在内的40多种创新药品。

和中国政府提出的“构建和谐社会”一样,辉瑞也提出了“和谐发展”的观念。它主要是由“企业的稳步成长”和“可持续发展”两部分所构成。“企业的稳步成长”指的是,辉瑞将继续加大其所擅长的新药研发力度;“可持续发展”意味着通过加强与政府及非政府组织的合作,帮助贫困及医疗卫生条件基础薄弱地区的人们改善其卫生设施并提高他们的健康水平。

为了承诺在中国的长期发展和在新药研发方面的投入,我们于2005年10月在上海成立了辉瑞中国研发中心。它不仅将使更多的创新药品加速进入中国市场,而且对在中国的知识型产业和基础设施建设的投资达到了一个新的水平。

在“可持续发展”方面,辉瑞于2005年11月与上海市疾病预防控制中心开展合作,利用辉瑞在全球成功的疾病管理经验,在上海市部分社区内开展针对高血压的预防、早期诊断和治疗的综合疾病管理项目,以降低政府和普通患者的医疗服务成本。该项目还将为社区医生提供培训及开展患者的疾病教育,真正做到医患互动。

在响应中国政府抗击艾滋病蔓延方面,我们也积极采取行动——2005年3月17日辉瑞中国成立了由跨部门同事参加的抗击艾滋病行动小组,并在跨国公司中成为最早一批公布工作场所政策的制药企业。我们的工作场所政策提倡并教育员工反对因艾滋病而引起的偏见与歧视。与此同时,我们还与卫生部门和非政府组织合作,开展了艾滋病的教育和培训项目,为我们的客户及公司同事进行培训以了解和宣传预防艾滋病。我们今年计划进行的项目主要包括针湖北省和广西壮族自治区为基层和农村医疗卫生领域医务工作者开展的能力建设培训。今年,辉瑞为表示对中国抗击艾滋病工作的重视和支持,还首次将公司全球

志愿者项目介绍到中国。这一项目通过每年两次选派优秀员工到抗击艾滋病和其它传染性疾病的最前线,来支持当地政府和医疗机构开展防治传染性疾病的工作。他们分别在公司担任医生、科学家、实验室技术人员、项目经理和人力资源专员等不同职位。志愿者们大多会被派往非洲和亚洲的一些经济不发达国家和地区与非政府组织一道工作,服务期限为4到6个月。

今年,辉瑞的两名全球健康志愿者将于三月抵达湖北,在湖北省艾滋病医院和基层农村医院及诊所协助抗击艾滋病。他们将与世界健康基金会及当地的医务工作者一道进行为期四个月的合作,并为基层和农村医护人员提供技术和专业的指导和支持。

迄今为止,我们已有90多位同事参与了这个项目。我听说了许多关于他们的事迹,包括他们在当地开展的抗击艾滋病防治等工作。他们的工作经历和事迹激励着辉瑞同事和所有一起工作的人们。辉瑞全球志愿者项目现在被誉为履行企业社会责任的范例。我坚信,在不远的未来会有更多的辉瑞同事加入到这个队伍中来。

相对其它行业而言,当今社会对医药企业,尤其是以研发为基础的医药企业的期望更高,因为我们的产品对人们的寿命和生活质量将产生巨大的影响。因此,我们必须努力工作以回报社会。我们要提出一个全球性的实现社会责任框架,它不仅应放之四海而皆

准,同时也必须经得起时间的检验。

我们的首要目标简单而明确,即帮助人们享有更长寿、更健康 and 更幸福的生活。要达成这一目标需要我们建立良好的管理制度、遵纪守法、坚持自己企业道德规范,同时尊重我们的同事、保护环境并支持我们所工作与生活的社区建设。

辉瑞与众不同之处在于,我们要求在所有商业经营活动中引入企业责任的观念。在过去的5年当中,我们加入了透明国际——这一组织承诺根除行贿和贪污行为。我们也成为了联合国全球契约的合作伙伴,支持其提出的一系列关

在中国的公益事业方面总捐款累计已超过了六千万元人民币(约合740万美元),其范围涵盖了疾病控制和管理、患者健康教育、医疗专业培训、希望工程、扶贫和救灾等诸多方面。近年来,我们在中国的承诺还包括了在基础设施和能力建设方面的投入,坚持为医生和患者的健康教育活动以及社会公益事业做出新的贡献。

我们为公司对所有社会公益项目的投入和它们所取得的成就感到自豪,我们把所有这些活动都归结为辉瑞倡导的“企业社会责任”。

我们的目标是那些需要我们救治的患者提供更多的创新药

我们的首要目标简单而明确,即帮助人们享有更长寿、更健康、更幸福的生活。

于人权、劳工、环境和伦理行为等方面的基本原则。

除此之外,在网络时代,我们理解人们希望通过公开渠道了解新产品后期临床实验结果的需求。我们已经公开了数以百计的研究数据,同时我们也对这些数据进行了整理以便与其他公司或机构继续开展合作。

辉瑞是世界上最关注社会公益事业的企业之一。根据《公益事业年表》(The Chronicle of Philanthropy)统计,辉瑞2004年在世界各地共捐赠了价值13亿美元的药品和现金,据统计到2005年的累计捐赠额将达到15亿美元。

自上世纪90年代以来,辉瑞

品,让人类的生活更加幸福和健康。对于我们来说,这才是通向建设和谐社会、谋求共同发展的必由之路。

谢谢!

(本文根据讲话录音整理,部分内容有删节)



托起明天的太阳

记“辉瑞－浦东青少年健康教育项目”



2004年10月－2005年10月，辉瑞制药有限公司与上海市浦东新区社会工作者协会共同合作，成功地为上海浦东地区的中、小学在校学生举办了“辉瑞－浦东青少年健康教育”项目。

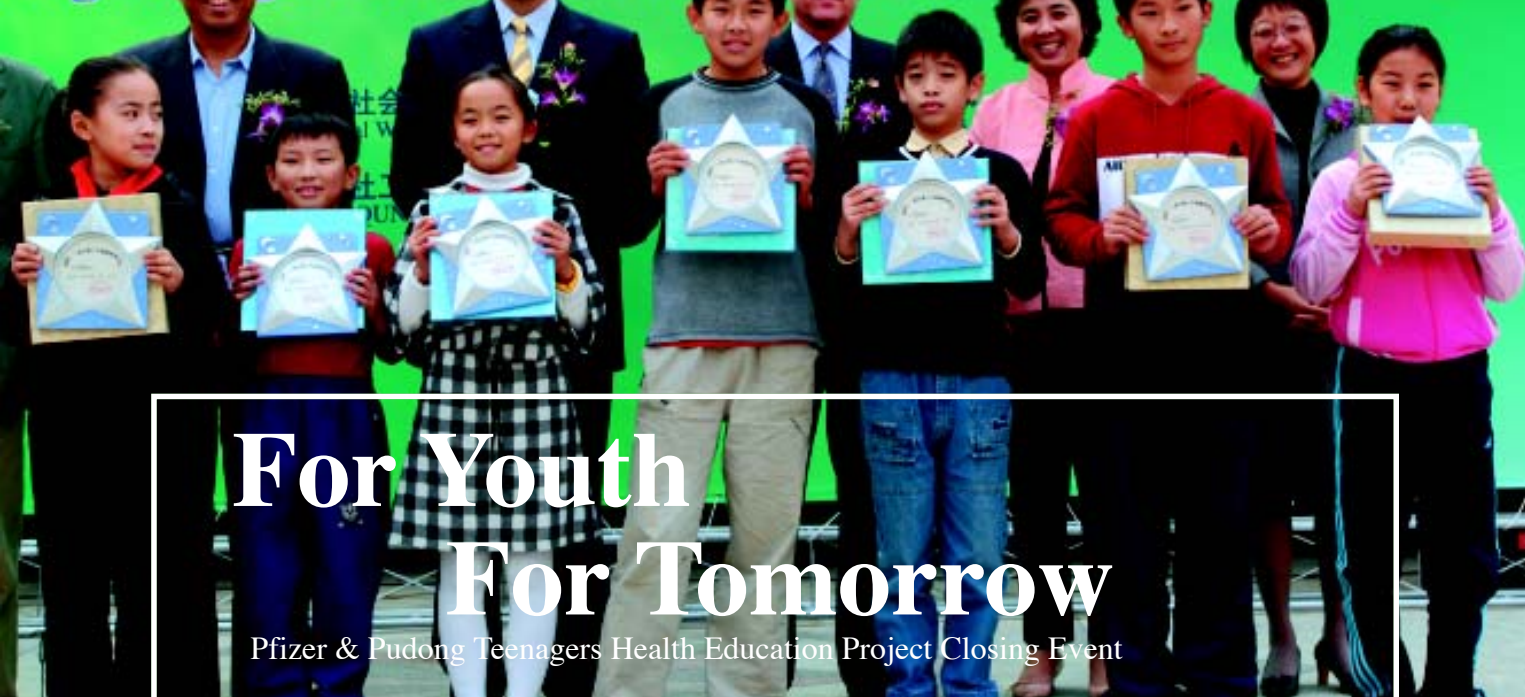
自从项目开展以来，一直采用了青少年喜闻乐见的形式，围绕增强健康意识，以加强青少年发育期教育为主题组织了一系列有针对性的教育活动。在学校和社区共进行了浦东新区小学生文艺汇演、健康作品征集、社区健康卫生咨询、青春期知识讲座以及编制宣传品等形式多样，内容丰富多彩的寓教于乐主题活动。该项目受到了学校、家长和孩子们的欢迎，他们对这种教育的方式给予了认可。

2005年10月30日，浦东新区社会工作者协会在浦东青少年活动中心举行了闭幕仪式，有200多名青少年学生和他们的家长来到现场，向各位专家进行健康知识咨询，并得到了专家们耐心、热情而细致的回答。同时，现场举办了卫生知识竞赛、急救模拟培训、“我是小小营养家”的急救药箱配置、活力操，以及现场健康主题作品展等活动，参加活动的青少年朋友欢声笑语，在轻松和愉悦中既学到了知识，又加强了对健康概念的理解和认识。

辉瑞全球药品集团日本及亚洲区总裁时来先生、辉瑞日本及亚洲区计划行政总监唐义伟先生和辉瑞中国企业事务总监冯丹龙女士及浦东新区科教委领导、浦东社工协会会长和香港基督教青年会代表等出席了闭幕式并为获奖选手和单位颁奖。

辉瑞日本亚洲区总裁时来先生及其他辉瑞领导为知识竞赛获胜的小选手颁奖
Pfizer Japan and Asia Regional President D. Schleier and Pfizer leaders presented awards to winner in knowledge contest

“浦东青少年健康教育”项目总结颁奖典礼 —青少年“欢乐之旅”嘉年华 Pfizer & Pudong Teenagers Health Education Project Closing Ceremony



For Youth For Tomorrow

Pfizer & Pudong Teenagers Health Education Project Closing Event

From October 2004 – October 2005, Pfizer China partnered Shanghai Pudong Community Social Worker's Association successfully hosted “Pfizer – Pudong Teenagers Health Education Program” for the students from primary and middle schools in Pudong areas.

The program is tailored for the teenagers and conducted in their favored ways. A series of activities of health care education programs were hosted to provide the youth personal experiences in games and art performances. etc. Health care brochures, live consultation, seminar and other formats attracted kids' attention and also educated them the importance of the sense of health. The activities were welcome by students and their families and they evaluated it as a sample of

success.

On Oct. 30, 2005, a closing and rewards ceremony was performed in Pudong Community Activity Center. On the site, there were knowledge competition, arts exhibition and simulation training themed activities. Pudong Social Worker Association and HK YM Youth Organization presented the ceremony and delivered speech to highlight the program as well as Pfizer initiatives in youth health care education. Mr. Dudley Schleier, Regional President of Pfizer Japan and Asia, Mr. Mike Thompson, Pfizer Japan and Asia Director of Plan & Administration and Danlong FENG, Corporate Affairs Director of Pfizer China also presented the ceremony and appreciated the great success of collaboration with Pudong communities.



上海市政协副主席王新奎、冯丹龙总监及上海松江大学城参加项目启动的部分师生合影
Vice Chairman Wang Xinkui of Shanghai CPPCC, Corporate Affairs Director Danlong FENG had group photo with teachers and students in Song Jiang University Town

辉瑞－上海松江大学城心理健康和压力管理培训项目 阳光人生始于心理健康

为解决目前大学生中普遍存在的心理健康问题，帮助他们正确对待学习和社会的压力，3月10日上午，辉瑞－上海松江大学城心理健康和压力管理培训项目正式在上海对外贸易学院启动。外贸学院80多名班级辅导员、校医室医生参加了为期三天四个单元的第一期培训课程。

2005年年底，辉瑞全球副董事长金德勒先生与上海市政协副主席、上海对外贸易学院校长王新奎教授的会谈时，王校长曾介绍了目前上海高校学生心理健康卫生的状况并对此表示了担忧。当前在校大学生绝大多数为独生子女，心理适应能力较差、心理卫生知识缺乏，社交能力不成熟，面对全新的学习生活环境、快速社会变革和就业压力，心理障碍的发生率较高，由于

心理障碍导致的校园恶性事件屡见报道。公司领导十分重视这一信息。之后不久，我们很快与学校方面取得了联系并提出了项目的实施方案，得到了学校领导的大力支持和帮助。

该项目由北京翰博瑞强医药信息咨询的精神卫生健康和心理治疗专家孟凡强博士主持并实施。

孟博士指出，该培训项目与一般的心理健康教育有所不同。因为培训的直接对象不是学生，而是与同学朝夕相伴的老师、辅导员、心理咨询医生等。项目希望通过对上述人员进行系统的专业培训，帮助学校建立一个在校大学生心理健康的支持网络系统，即建立心理疾病预防和干预的发现系统和监控系统、干预系统和转介系统。培训将提供系统的常见心理障碍识别和预

防知识，同时为心理障碍学生提供免费心理咨询和发放心理咨询联络卡，凭卡可免费接受一个学年的心理咨询。

辉瑞与上海松江大学城合作开展的压力管理项目将对学校 and 学生的心理产生积极的影响。正如王校长在开幕式上说：“这不是一项普通的活动，是学校和企业合作，实践企业社会责任并为社会贡献的体现。我们要学习辉瑞的‘企业社会责任’的精神和‘企业文化’的精髓并发扬光大，运用到学生工作中去，更好地为学生服务。辉瑞企业事务总监冯丹龙女士对项目的开展寄予了殷切期望：“通过培训来提高高校学生心理健康水平，并为培养能力全面、知识丰富，身体和心理素质都过硬的人才而努力。”

A Healthier Mind Leads to Sunny Life

Pfizer-Song Jiang University

On March 10, Pfizer-Song Jiang University Town Mental Health and Stress Management training project was launched in Shanghai Institute of Foreign Trade (SIFT). More than 80 university teachers and school infirmary doctors joined the opening ceremony and training course.

Currently most college students are the “only child” in the family, usually with low psychological adaptability, low coping skill in sociality and little knowledge on mental health. The occurrence rate of mental disorders was very high among them when they were facing the totally new environment and competition on campus, or the unpredicted pressure of employment before graduation. This serious issue was raised by Professor Wang Xinkui, Vice Chairman of CPPCC and the president of SIFT last year when Mr.



王新奎副主席、冯丹龙总监及提供培训的孟凡强博士在开幕式上
Vice Chairman Wang Xinkui, Corporate Affairs Director Danlong FENG and Dr. Meng Fanqiang at opening ceremony

Jeff kindler, Vice Chairman of Pfizer came to Shanghai and met with him.

The program will be facilitated by Dr. Meng Fanqiang, Psychologist and psychological health care expert, who works for Beijing Hanbo Ruiqiang Medical Consultation Center. He pointed out that, this project is aiming to increase the awareness of various mental disorders among university tutors and doctors, hence to promote the early recognition and prevention of those disorders among students. And to further improve the mental health status among students of the universities. The project will provide free psychological counseling for col-

lege tutors and students who are suffering from mental disorders for one year.

The project gained more social significance than itself. Just like Chairman Wang said at the ceremony, “This is not an ordinary event. It highlights Pfizer Corporate Social Responsibility. It is the results from the cooperation between corporate and university to make efforts to the society. We should learn from Pfizer, their soul and the spirit of the company culture and carry forward to our job, and serve our students better.” Danlong FENG, Corporate Affairs Director wished “Throughout the training program, we expect our students become the main force to the social development with good health – not only physically, but mentally.”



支持老区建设 共建和谐社会

记中国美国商会会员江西老区行

CSR Pioneering to Build Up a Harmonious Society in Old Revolutionary Areas

2005年11月,为更好地贯彻中央关于构建和谐社会、共同促进老区经济建设的号召,商务部组织了中国美国商会部分会员到革命老区江西省吉安市进行了实地考察。

考察结束后,大家对老区人民在新的历史时期和在经济建设上取得的成就赞叹不已。本着支援老区基础医疗设施建设,改善医疗卫生条件的目的,辉瑞及部分商会会员企业当场主动表达了向吉安市永和镇卫生院捐赠医疗设备和现金的意向。随后,中国美国商会与永和卫生院在北京签署了捐赠协议,捐赠项目包括了医疗设备和现金等,合计金额约人民币100余万元。

捐赠仪式于2005年12月9日在中国美国商会的年度答谢晚宴上举行,商务部薄熙来部长和美国驻中国大使雷德先生共同见证了此次捐赠仪式并为慷慨提供捐赠的企业颁发证书。

2006年1月23日,中国美国商会主席卫兴华率领包括辉瑞中国在内的中国美国商会

代表团,专程前往江西省吉安市举行捐赠交接仪式。此前,江西省委副书记、常务副省长吴新雄还专门会见了代表团一行,并代表老区人民和医务工作者向跨国公司企业的捐赠善举表示了感谢。企业事务部张峻经理代表辉瑞参加了此次活动。

辉瑞中国的15万元捐款将完全用于资助永和卫生院的医务人员参加相关领域的专业技能培训,为期一年培训将使该院的医疗水平和医护人员的专业能力得以提高。



吉安县委副书记张和平在捐赠仪式上讲话,张峻代表辉瑞公司出席了仪式

Zhang Heping, Party Secretary of Ji'an County made speech to appreciate AmCham members' contribution, Mr. Zhang Jun presented the ceremony on behalf of Pfizer



商务部薄熙来部长与辉瑞中国企业事务总监冯丹龙在美国中国商会年终答谢晚宴上合影
Minister Bo Xilai shook hands with Ms Danlong FENG, Corporate Affairs Director of Pfizer China during Appreciation Dinner of AmCham.

Pfizer China has donated RMB 150,000 yuan as the sponsorship for the training programs tailored for the medical professionals of Yonghe Central Hospital in Ji' An County, Jiangxi Province. It is one-package donation from AmCham member companies to this township hospital.

In November, 2005, for the purpose to have a field visit to the revolutionary areas and seek opportunities to aid their economic construction, Ministry of Commerce organized a trip for AmCham delegation to visit Ji' An County of Jiangxi Province. During the visit, Pfizer China and some other members made the decision to donate medical equipments as well as cash to the Yonghe Central Hospital to improve the local healthcare facilities. The donation agreement was signed in Beijing shortly after the visit and the total amount of the donation is equivalence to RMB 1,000,000.

The delivery ceremony was hold on occasion of the annual

appreciation dinner of the AmCham China on December 9, 2005 held in Beijing. Mr. Bo Xilai, Minister of Commerce and Mr. Clark T. Randt, U.S. Ambassador hosted the ceremony.

On January 23, 2006, Mr. Emory Williams, Chairperson of the Chamber led an AmCham delegation including representative from Pfizer China visited Jian County to attend the donation Hand-Over ceremony. Mr. Wu Xinxiong, Executive Vice Governor of Jiangxi Province met with the delegation to express the appreciation to this donation. Government Affairs Manager Zhang Jun from Corporate Affairs joined the trip.

Pfizer China's contribution will be covering the expanse of the training programs for the medical workers in their profession concerned fields. The training program is expected to last for around one year.

关爱生命，辉瑞使命
Life Is Our Life's Work.



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