



Dr Peter Piot
UNAIDS Executive Director and
Under Secretary-General of the United Nations

Executive Director of UNAIDS since its creation in 1995 and Under Secretary-General of the United Nations, Dr Peter Piot comes from a distinguished academic and scientific career focusing on AIDS and women's health in the developing world.

Under his leadership, UNAIDS has become the chief advocate for worldwide action against AIDS. It has brought together ten organizations of the United Nations system around a common agenda on AIDS, spearheading UN reform.

Dr Piot earned a medical degree from the University of Ghent, a Ph.D. in Microbiology from the University of Antwerp, Belgium, and was a Senior Fellow at the University of Washington in Seattle. After graduating from medical school, Dr Piot co-discovered the Ebola virus in Zaire in 1976. He was a professor of microbiology, and of public health at the Institute of Tropical Medicine, in Antwerp, and the Universities of Nairobi, Brussels and Lausanne.

Dr Piot is fluent in three languages and is the author of 16 books and more than 500 scientific articles. He has received numerous awards for scientific and societal achievement, and was knighted as a Baron by King Albert II of Belgium in 1995. He is a member of the Institute of Medicine of the National Academy of Sciences of the United States and the Royal Academy of Medicine of Belgium, and is a Fellow of the Royal College of Physicians of London, UK.



Professor Li Xiguang
Executive Dean of the School of Journalism and Communication of
Tsinghua University, Deputy-director of Tsinghua University
Comprehensive AIDS Research Center, Director of Tsinghua Institute for
Health Communication

Li Xiguang is a leading scholar and educator in the field of journalism and communication and is the author of many books including the HIV/AIDS Media Book, Reporting against Stigmas: HIV/AIDS stories from China, A Handbook for Human

Rights Reporting and A Handbook for Tobacco Control Reporting. Li has received a number of awards in education including Special Award for Outstanding Contribution to Higher Education by the State Council (2004). Li was an Alfred Friendly Press Fellow with the Washington Post in 1995, a research fellow with the Shorenstein Center for Press, Politics and Public Policy of Harvard University in 1999. He worked as a science writer, editor, senior editor and director of the political desk of Xinhua News Agency for 11 years before he joined Tsinghua University.

Since early 2004, Professor Li Xiguang has with the support of UNAIDS, BAYER, DFID and Gates Foundation piloted a series of workshop aimed at understanding the role of media in the promotion of public health focused on promoting the advocacy role of the news media in order to combat HIV/AIDS. The program itself was founded to create a proactive media agenda in China which contributes to social change aimed at stopping the spread of HIV, but also at exploring how to mitigate the extensive impact of the disease on society because ultimately AIDS affects more people than it infects. People living with HIV have been an integral part of the programme interacting directly with the journalists.



Serge Dumont
Omnicom Group Inc. Senior Vice President and President Asia Pacific
UNAIDS Special Representative

After earning dual degrees from the Sorbonne University in Paris and studying at Taiwan Normal University and the Political Institute in Taipei, Mr. Serge Dumont began his professional career as export director for a publicly listed European firm. In the mid 80's, at age 25, he moved to Beijing, and founded China's first foreign invested public relations firm, focusing on strategic communications. The agency rapidly became the market leader and acquired a roster of Fortune 500 clients.

Mr. Dumont sold the business in the mid 90's.

In 2006, Mr. Dumont joined Omnicom Group Inc. the world's leading advertising and marketing services holding company, as Senior Vice President and President Asia Pacific (www.omicomgroup.com).

Mr. Dumont has frequently been retained as a high-level advisor by governments and multilateral bodies and is deeply involved in philanthropic endeavors and cultural activities. In 2003, as President of the Rotary Club of Beijing, he conceived and organized China's first high-level celebrity charity event to raise awareness of AIDS. In 2004 he established a scholarship fund at China's prestigious Tsinghua University to meet the mainland's growing need for qualified communications professionals (www.sergedumontfund.org).

In 2006, he was appointed "Special Representative" for UNAIDS, and was invited to be a member of the Eminent Persons Panel of the United Nations Silk Road Initiative. Mr. Dumont has been a leader in mobilising the private sector for AIDS work globally and locally.



Yao Ming
Basketball Player

Yao Ming was born on September 12, 1980 in Shanghai, China. After a prominent five year career in the Chinese Basketball Association, Yao became the first pick of the Houston Rockets in the NBA draft, making him the first foreign-born and developed player to be selected number one in the NBA draft.

Since breaking into the league in 2002, Yao has flourished as the premier big man in the NBA. In his rookie season, Yao was voted The Sporting News Rookie of the Year by NBA Executives and was also named a member of the NBA's All-Rookie First Team. Yao has also been voted a 5-time NBA All-Star (2003, '04, '05, '06, '07) by the fans; twice ('05, '06) the league's leading vote getter.

In 2003, Yao was listed in TIME Magazine as one of the 100 most influential people in the world. That same year, Yao was ranked by Sports Illustrated as the 7th most influential minority in the world. Yao also serves as a global ambassador to the Special Olympics and is active in the NBA's Basketball Without Borders campaign. Yao Ming's public appeal is second to none in China, and he is widely respected globally and in particular in Asia and North America.

In 2006, Yao featured in a PSA with HIV positive basketball icon Magic Johnson with key messages on stigma and discrimination. The PSA has been widely used in China and was used in the UNAIDS-IOC Olympic AIDS Campaign. Yao Ming also agreed to feature in the AIDS leaflet that accompanied all condoms distributed at the Beijing Olympics. Yao Ming has also met with AIDS-orphaned children. A poster was produced with him and the children by UNDP, which was translated into four languages (Mandarin and three minority languages).