The FHI 360 Center for Private Sector Health Initiatives is committed to making products and services that improve people’s health more readily available throughout the developing world, particularly for those at the “Base of the Pyramid.” With a portfolio of over $100 million in projects, the Center accomplishes its mission by designing, facilitating, and enabling mutually beneficial partnerships between the public and private sectors to create sustainable markets for products and services that address pressing health challenges. The Center also works directly with companies looking to expand their markets for health-related products and services into the developing world in ways that meet both marketing and corporate social responsibility objectives.

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FHI 360 has worked with a broad range of commercial partners in its public health initiatives, including:

Aventis
A-Z Textiles
BASF
Bayer Environmental Science
Colgate-Palmolive
Exxon Mobil
Health Partners International
Hindustan Lever
Johnson & Johnson
Malaria Consortium
Proctor & Gamble
Reckitt Benckiser
Siam Dutch Mosquito Netting
SC Johnson
Sunflag
Syngenta
Unilever
Vestergaard-Frandsen

Our expertise includes the design and implementation of effective strategies that leverage public and private sector resources. FHI 360 supports partnerships through its leadership, technical assistance and investment in marketing and corporate social responsibility (CSR) efforts.

How FHI 360 Can Help You to Achieve Your Sustainable Development and Business for Corporate Social Responsibility Goals:

- Conducting consumer research to develop and test products and services
- Designing, brokering and managing effective programs to deliver commercial and subsidized products and services in developing countries
- Developing high impact, culturally appropriate behavior change, education and promotional campaigns
- Creating long-term sustainability of health products and services without the need for perpetual donor investment in social marketing campaigns and commodity procurement
- Increasing sales of products to new market segments through demand generation, improved distribution, targeted subsidy programs and improved business planning
- Building public sector and local commercial capacity to develop and manage mutually beneficial partnerships and promote critical products and services, reading in more jobs and an expanded economy
- Integrating CSR and marketing functions
- Integrating Corporate Social Responsibility (CSR) and Marketing functions
- Establishing a more favorable business environment through policy advocacy

FHI 360 has been designing and implementing partnerships for health for over 20 years.

About CPHI

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