

**WHO DIALOGUE (HYBRID) WITH ECONOMIC OPERATORS IN ALCOHOL  
PRODUCTION AND TRADE ON THE GLOBAL ALCOHOL ACTION PLAN'S  
PROPOSED MEASURES FOR ECONOMIC OPERATORS**

**15-16 FEBRUARY 2023**

**WHO HEADQUARTERS, GENEVA, SWITZERLAND**

**PROGRAMME**

|               | <b>Wednesday, 15<sup>th</sup> February 2023</b>                                                                                                                                                                                                                                            |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Time</b>   | <b>Session</b>                                                                                                                                                                                                                                                                             |
| 9:30 - 10:00  | Welcoming address from WHO Secretariat<br>Introduction of participants<br>Background, objectives and procedures of the dialogue                                                                                                                                                            |
| 10:00 - 11:00 | Introduction to the Action plan (2022-2030) to effectively implement the global strategy to reduce the harmful use of alcohol (GAAP 2022-2030)<br>Implementation of the GAAP 2022-2030: role of different stakeholders with a focus on economic operators in alcohol production and trade  |
| 11:00-11:30   | Break                                                                                                                                                                                                                                                                                      |
| 11:30 - 13:00 | Proposed measures in GAAP 2022-2030 for economic operators in alcohol production and trade across six action areas                                                                                                                                                                         |
|               | <b>Afternoon session, 15<sup>th</sup> February 2023</b>                                                                                                                                                                                                                                    |
| <b>Time</b>   | <b>Session</b>                                                                                                                                                                                                                                                                             |
| 14:00 - 14:30 | Introduction of participants joining the afternoon session from distance<br>Summary of background, objectives and procedures of the meeting for newly introduced participants<br>Abridged introduction to the GAAP 2022-2030 and the roles of different stakeholders in its implementation |
| 14.30-15.30   | Proposed measures in GAAP 2022-2030 for economic operators in alcohol production and trade across six action areas (continued)                                                                                                                                                             |
| 15.30-16.00   | Break                                                                                                                                                                                                                                                                                      |
| 16:00 - 17:30 | Opportunities and plans for specific measures by economic operators to implement GAAP 2022-2030 in the area of “Production and packaging, including no-alcohol and lower-alcohol products”                                                                                                 |

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## Thursday, 16<sup>th</sup> February 2023

| Morning session, 16 <sup>th</sup> February   |                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Time                                         | Session                                                                                                                                                                                                                                                                                              |
| 9:00 - 9:15                                  | Brief summary of the first day of the dialogue                                                                                                                                                                                                                                                       |
| 9:15 – 9:30                                  | Interventions from participants joining only morning sessions regarding “Production and packaging, including no-alcohol and lower-alcohol products”                                                                                                                                                  |
| 9:30 - 11:00                                 | Opportunities and plans for specific measures by economic operators in the areas of:<br>(a) “Consumer information and labelling of alcoholic beverages”;<br>(b) “Marketing and advertising of alcoholic beverages”                                                                                   |
| 11.00-11.30                                  | Break                                                                                                                                                                                                                                                                                                |
| 11:30 - 13:00                                | Opportunities and plans for specific measures by economic operators to implement GAAP 2022-2030 in the areas of:<br>(a) “Marketing and advertising of alcoholic beverages” (continued);<br>(b) “Distribution, delivery and sales of alcoholic beverages, elimination of sales to minors”             |
| 13.00 - 14.00                                | Lunch                                                                                                                                                                                                                                                                                                |
| Afternoon session, 16 <sup>th</sup> February |                                                                                                                                                                                                                                                                                                      |
| Time                                         | Session                                                                                                                                                                                                                                                                                              |
| 14:00 - 14:15                                | Brief summary of morning session for participants joining in the afternoon                                                                                                                                                                                                                           |
| 14.15 – 14.40                                | Interventions from participants joining only afternoon sessions regarding:<br>(a) “Consumer information and labelling of alcoholic beverages”; (b) “Marketing and advertising of alcoholic beverages”; (c) “Distribution, delivery and sales of alcoholic beverages, elimination of sales to minors” |
| 14.40 – 15.30                                | Opportunities and plans for specific measures by economic operators to implement GAAP 2022-2030 in the area of “Data on alcohol production, distribution and sales”<br>Monitoring the measures undertaken by economic operators in alcohol production and trade to implement GAAP 2022-2030          |
| 15.30-16.00                                  | Final discussion, conclusions and next steps                                                                                                                                                                                                                                                         |