Honorable Chairperson, Distinguished Delegates, I thank you for the opportunity to address you on behalf of Movendi International.

Movendi International commends the Secretariat for the report. Our members in across the South-East Asia region welcome the effort to better address alcohol as driver of NCDs. And we welcome the inclusion of alcohol policy as important measure for oral health promotion. resolution.

At the same time, we remain concerned about two key problems:

1. The persisting, substantial gap between the current alcohol policy level and the best achievable potential, and
2. The framing of alcohol as driver of the NCDs epidemic.

We call on the WHO South-East Asia Regional Office and Member States to replace the flawed concept of "harmful use of alcohol" with evidence-based language to correctly address the real harm due to alcohol. There is no safe or healthy amount of alcohol use. Alcohol policy solutions are cost-effective, proven, and impactful solutions to improve population-level health.

Since 2010, South-East Asia has seen a 29% increase in per capita alcohol consumption. Our countries and communities are being increasingly harmed by the products and practices of multinational alcohol companies.

Movendi International calls on WHO SEARO and Member States to make alcohol policy a regional priority.

· Launch a regional inter-agency initiative for alcohol taxation improvements;
· Launch SAFER initiatives in more countries across the region; and
· Make advances in the effort for an alcohol-free youth generation in South-East Asia.

Movendi International and our member organizations in the region stand ready to partner with and support these priority actions.

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