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

The members of Movendi International want to express deep gratitude to WHO Member States of South-East Asia for their leadership and commitment to the development and adoption of the new WHO Global Alcohol Action Plan. We also welcome this report and support the actions suggested for the WHO SEARO.

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.

But alcohol policy solutions, especially the SAFER package and alcohol taxation in particular, hold significant potential to reduce the alcohol burden, to protect people and communities from the harm caused by the alcohol industry, and to achieve health and development for all.

With the adoption of the new WHO Global Alcohol Action Plan the WHO South-East Asia Regional Office and Member States have a unique opportunity to make alcohol policy the priority it should be, for the benefit of health, social and economic development in our countries.

We urge Member States to translate the plan into national and regional action. We call on Member States and WHO SEARO to:

- Adequately resource full implementation of the alcohol action plan,
- Launch regional efforts to improve alcohol excise taxes,
- Include and support community-based efforts to prevent and reduce alcohol harm,
- Develop guidance to protect alcohol policy from industry interference, and
- Strengthen the governance of alcohol policy at regional level and global level.

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