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Furthermore, effective prevention of alcohol-related harm necessitates Member States to adopt strong and transparent strategies to protect public health interests from interference by commercial entities. The WMA holds significant reservations regarding the participation of the alcohol industry in the global dialogue of health protection and promotion. The involvement of the alcohol industry should be strictly limited to their functions as producers and distributors of alcohol. We believe that the establishment of a comprehensive global regulatory framework for alcohol, modelled on the WHO Framework Convention on tobacco control, would serve as a robust legal structure to prevent harmful practices associated with alcohol consumption.