

Welcome Address**IOGT International Greetings of Appreciation****Seminar Launch of Mandarin Translation “Alcohol No Ordinary Commodity” 12.06.2014****Dear Excellences, colleagues and friends,**

It's a great pleasure and privilege to address you today.

You have come together at a crucial moment in time and for an important cause. I am therefore both happy and sad. Saddened by the fact that I cannot be with you today; but happy and inspired because all of you have come together for this event to launch the Mandarin translation of Alcohol No Ordinary Commodity.

This book really is a landmark achievement in the global efforts to prevent and control alcohol harm through evidence-based, cost-effective and high-impact policy measures.

Already the title is spot on: alcohol is no ordinary commodity. Worldwide, every 10 seconds a human being dies because of alcohol.

Of course, the achievements of this book are not only about a catchy title.

Its achievement is about the comprehensive knowledge base provided; it is also about the way that state-of-the-art evidence is brought together with an analysis of policy solutions to tackle alcohol harm; and it is about how strategies and role of the alcohol industry are addressed.

Having this on mind, you can easily understand why IOGT did not hesitate or feel daunted by the task to ensure that as many people around the world as possible do have access to the know-how put forward in "Alcohol No Ordinary Commodity". It's already translated it into Korean, Spanish and Thai.

More than 14% of the world population speaks Mandarin. It's the largest language in the world.

Like the English- or Spanish speaking communities, like the Swahili, Russian, or Hindi-speakers also the Mandarin-speaking community in the world knows about the burden of alcohol harm.

They know the impact on individuals, families, their communities and society.

Alcohol is a burden on public health, an obstacle to development and a threat to economic prosperity. The alcohol industry manufactures these problems and makes profits in doing so.

It is in this context that you have come together timely.

The cooperation with the New Era University College and other friends in Malaysia has made this publication you are discussing today possible.

It is time to summon our best efforts – together – to denounce un-informed arguments and promote independent evidence, to question myths driven by the alcohol industry and resolve to act in concert to develop and implement effective strategies to prevent and reduce alcohol harm.

I wish you the best of luck in your efforts.

Thank you!



Sven-Olov Carlsson, International President, IOGT International,

Stockholm, 29 March 2013

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