



# **European Union**

## **Statement**

**WHO**

**78<sup>th</sup> World Health Assembly**

**(19 May – 27 May 2025)**

---

**Item 13.8 – Draft global traditional medicine strategy 2025-2034**

---

**Geneva, 24 May 2025**

**WHO**  
**78<sup>th</sup> World Health Assembly**

**Item 13.8: Draft global traditional medicine strategy 2025-2034**

**EU Statement**

Chair,  
Director General,  
Excellencies,  
Colleagues,

I am delivering this statement on behalf of the EU and its 27 Member States.

The candidate countries North Macedonia, Montenegro, Serbia, Albania, Ukraine, Republic of Moldova, Bosnia and Herzegovina<sup>\*</sup> and Georgia, the EFTA country Norway, member of the European Economic Area, as well as Armenia align themselves with this statement.

We thank the WHO for the consultations led since the Executive Board meeting and for the new version of the draft global traditional medicine strategy. We see improvements in the revised strategy that now more clearly puts forward the central importance of evidence-based interventions and scientific evidence for medical practice and research.

The EU acknowledges traditional, local and indigenous medical knowledge, its diversity and its deep connection with cultural determinants. We commend

---

<sup>\*</sup> North Macedonia, Montenegro, Serbia, Albania and Bosnia and Herzegovina continue to be part of the Stabilisation and Association Process.

WHO's efforts to value this heritage with a spirit of mutual learning between cultures, while upholding principles of evidence-based practice, public trust in science, and sustainable use of TCIM as we move forward.

In these challenging times for the Organization, marked by mistrust and obstruction, we wanted to emphasize the importance of evidence-based medicine and combating disinformation. In this regard, WHO has a unique role to play as the normative leading institution in public health. We urge the Organization to be firm and vocal against harmful and/or ineffective practices that may be disguised as alternative medicines, as underlined clearly in the new strategy.

The highest standard of science and stringent regulatory provisions should apply for TCIM products and services to ensure their safety, quality and effectiveness.

Given current resource pressures, we find it important that WHO and its Member States focus on objective criteria with regard to safety, quality and cost-effectiveness when engaging in further research in this field.

Furthermore, we reiterate our call for due diligence regarding the commercial interests behind some TCIM. We strongly recommend preventing conflicts of interest, in line with FENSA, when engaging with industry and practitioners to devise regulations and standards for TCIM products and activities.

Thank you.