



Global Congress on Implementation of the Code of Marketing of Breast-milk Substitutes

June 20 – 22, 2023

World Health Organization: 20 Avenue Appia; CH-1211; Geneva 27; Switzerland

[Event website](#)



Day	Time	Activity	Location
Mon 6/19	16:00 – 18:00	Check in / Registration / Welcome reception	Reception / main entrance

Day	Time	Activity	Location
Tue 6/20	7:00 – 9:00	Check in	Reception / main entrance
	9:00 – 12:00	Theme 1: Building political will	Auditorium
	10:20 – 10:50	Coffee Break	In front of auditorium
	10:50 – 12:05	Theme 1: Building political will	Auditorium
	12:00 – 13:30	Lunch	Cafeteria
	13:30 – 15:00	Theme 2: Identifying and managing industry interference	Auditorium
	15:00 – 15:30	Coffee Break	In front of auditorium
	15:30 – 17:30	Group work theme 2: Identifying and managing industry interference	Breakout rooms
	17:30 – 19:00	Movie (optional) food/beverages not provided	Auditorium

Day	Time	Activity	Location
Wed 6/21	9:00 – 10:30	Theme 3: Implementing the Code into law	Auditorium

	10:30 – 11:00	Coffee Break	In front of auditorium
	11:00 – 12:00	Group work theme 3: Diagnosing national Code laws	Breakout rooms
	12:00 – 13:30	Lunch	Cafeteria
	13:30 – 15:00	Theme 4: Strengthening coordination and governance mechanisms in national laws	Auditorium
	15:00 – 15:30	Coffee Break	In front of auditorium
	15:30 – 17:00	Group work theme 4: Identifying methods to strengthen implementation	Breakout rooms
	17:00 – 18:30	Social hour / reception	Cafeteria

Day	Time	Activity	Location
Thu 6/22	8:30 – 10:45	Theme 5: Monitoring and enforcing Code laws	Auditorium
	10:45 – 11:15	Coffee break	In front of auditorium
	11:15 – 12:30	Group work theme 5: Persistent challenges, new solutions, and developing country action plans	Breakout rooms
	12:30 – 13:45	Lunch	Cafeteria
	13:45 – 15:30	Group work theme 6: Take action!	Breakout rooms
	15:30 – 16:00	Coffee Break	In front of auditorium
	16:00 – 17:15	Theme 6: Take action!	Auditorium
	17:15 – 17:30	Closing	Auditorium