

WHO Global Traditional Medicine Centre Overview and highlights

Enabling AI for Health Innovation and Access
AI for Goods Summit 2025

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Traditional medicine trends for global health impact



Billions of people around the world use TM, local roots, global reach



Indigenous Peoples 6% of population, protect >60% biodiversity; & need health equity < 20 years average life expectancy



UHC: millions of TM professionals and practitioners, facilities, access, affordability, and acceptability



Scientific, medical and innovation frontiers: past, present and future



Trillion-dollar industries: bioeconomy, wellness, nutraceuticals, pharma



One Health approach for people, animals, plants and planet



Holistic, personalized approaches for balance, health and well-being



Political commitments, international legal and rights frameworks

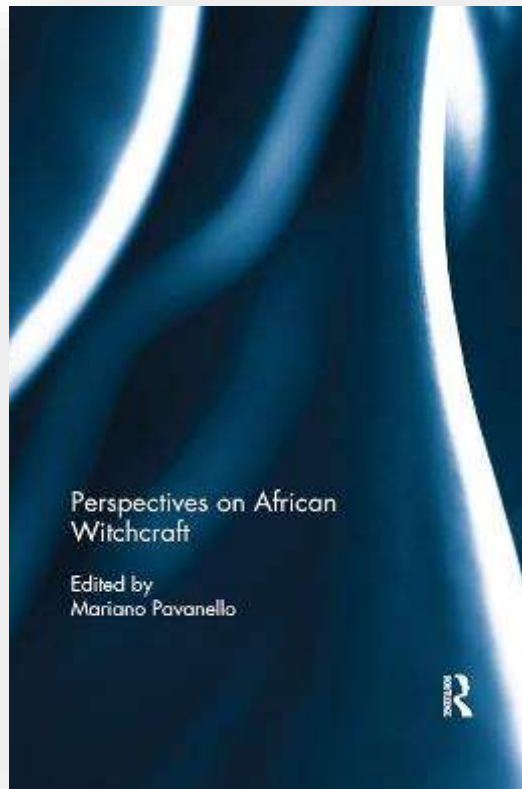


Shared health heritage, equity, sustainability,
**RESTORING
BALANCE**

Politics: decolonization, disinformation, disequilibrium

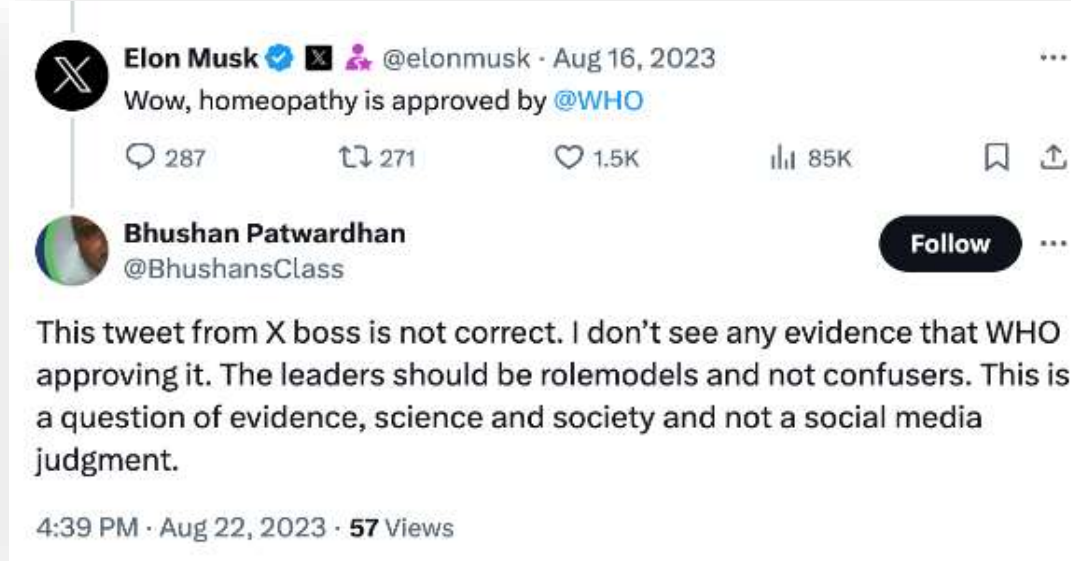


Robust, relevant science as a bridge across different geopolitical regions, TM systems & biomedicine



Chapter: Witchcraft, medicine and British colonial rule:
Anthropological analysis of colonial documents in the 'Gold Coast' of Africa

17/07/2025



- Recognize TM as a driver of scientific, medical and innovation breakthroughs through centuries and evolving
- Stronger together: need TM systems global foundation, language, standards, still respecting uniqueness
- *Absence of evidence ≠ Evidence of absence*
- Scientific methods also to evolve in robust, relevant way, eg. RCTs and also personalized, holistic approaches
- TM research funds < 1% of health research funding



TM local practices to global phenomena

Smallpox inoculation



Aspirin from willow bark



Yoga from 3000 BCE Indus Valley



Hygeia for prevention, promotion



Artemisinin for malaria and Nobel Prize



Circadian rhythms, fasting and related Nobel Prizes



Rosy periwinkle and cancer Rx



Aloe-based products



UHC in ancient Egypt



Wild yam and contraceptive pills



Mindfulness and meditation



Wellness industries and health tourism



And many more...

About the WHO Global Traditional Medicine Centre

Catalyzing ancient wisdom and modern science for the health and well-being of people and planet.

- Established in 2022, Operationalized in 2023
- Located in Jamnagar, Gujarat, India (City opening to internationals)

Mission

Optimize the contribution of traditional, complementary, and integrative medicine to

- Universal Health Coverage (UHC),
 - Sustainable Development Goals (SDGs), and
 - Global health resilience
- Support the WHO Global Traditional Medicine Strategy 2025–2034 by advancing evidence-based research, fostering innovation and investment, and strengthening traditional medicine systems worldwide.
 - Serve as a global platform to convene stakeholders through initiatives with a strong focus on partnerships and advocacy
 - Organize the second WHO Traditional Medicine Global Summit in 2025



2025 Global Summit: Programme and Expo

2-4 December, New Delhi, India



Interactive Programme

- In-person ($\cong 750$) & virtual ($\cong 5000$) global summit.
- Cutting-edge TM scientific programme
- High-level Inaugural and Ministerial Roundtable
- TM Innovation and Investment Initiatives
- Media and side events.

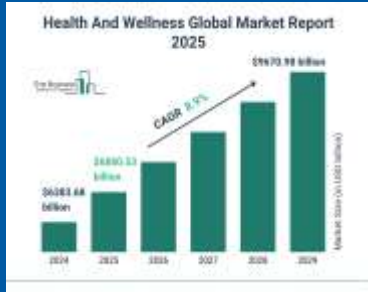


Innovation Expo

- Innovative, immersive «experience space»
- Interactive journey to explore how TM is essential to the past, present, and future of medical and scientific frontiers
- Participants can test their knowledge and learn new skills, in science and practice, to restore balance.

2025 Summit: Platform for major launches, examples

Traditional Medicine Global Investment Case



WHO Traditional Medicine Global Library



Health Heritage Innovations (H2I) Investment Pipeline



Global TM Research Priorities and Roadmap



WHO Bulletin special journal issue on TM



TM systems framework and data network



Indigenous Peoples' Knowledge Exchange



Global Partnership and Multimedia Platform



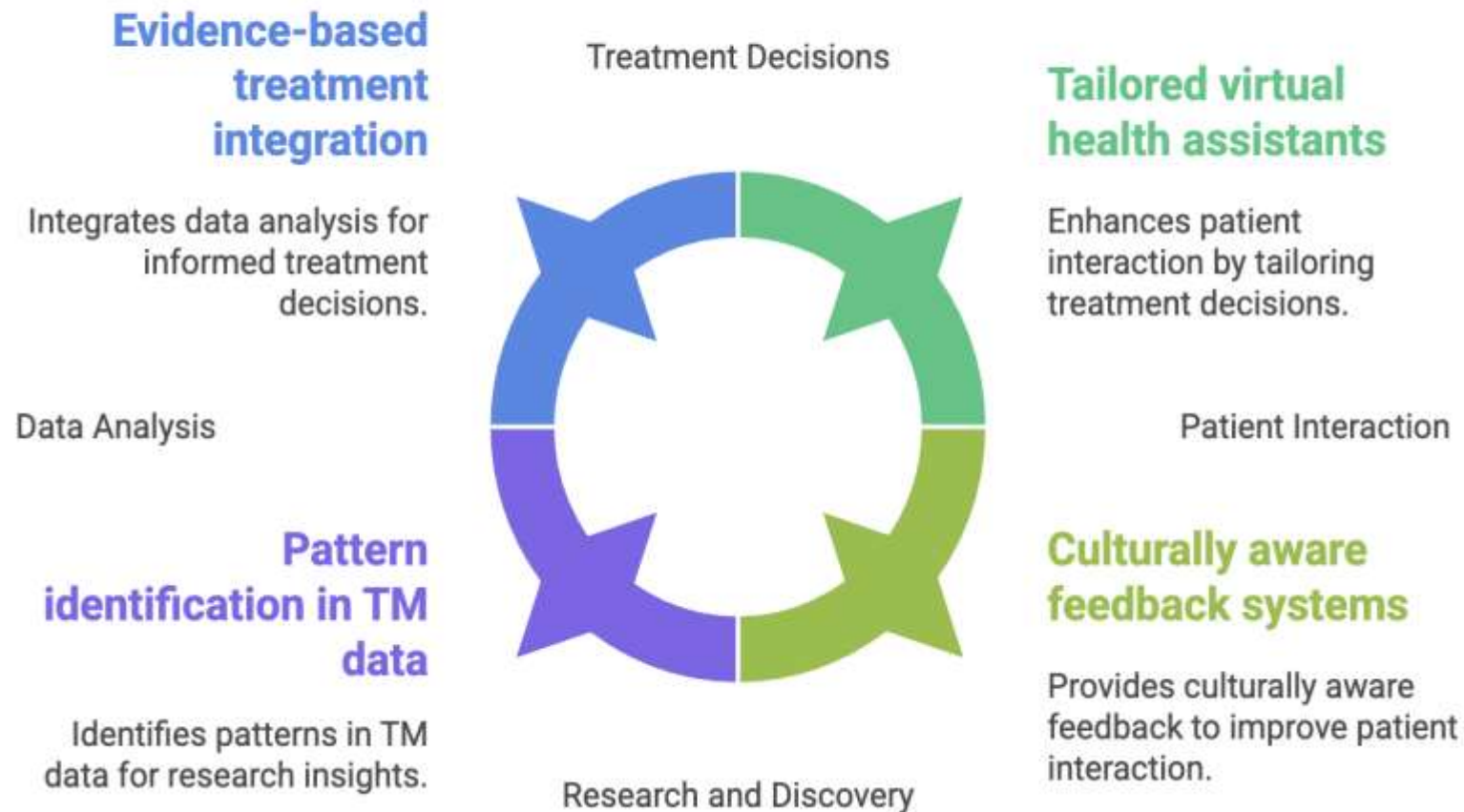
AI and TM Technical Brief WHO, ITU, WIPO



Ethics & Governance online course for TM



AI Applications in Traditional Medicine





THANK YOU



Please see website for more
information on the WHO Global
Traditional Medicine Centre.