Ministry of AYUSH
Government of India

Department of Commerce
Ministry of Commerce and Industry
Government of India

19 - 22 December 2019
Banaras Hindu University, Varanasi

AROGYA 2019
2nd International Exhibition & Conference on AYUSH & Wellness

19 - 22 December 2019
Banaras Hindu University, Varanasi

www.internationalarogya.com
AYUSH is the acronym of the medical systems that are being practiced in India such as Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy. India has long history and culture running over 5000 years of using traditional medicines for health care and developing them with modern scientific outlook. The AYUSH systems of medicines viz. Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy are comprehensive scientific systems of medicine which are practiced in India.

The components of AYUSH have made significant entrance in many countries. Ayurveda based Traditional Medicine System is already in practice in most of the SAARC countries. Moreover, UK's National Health Services (NHS) has already begun plans to incorporate traditional wellness systems like Ayurveda and Yoga to compliment modern medicines, with an aim to convert the NHS to a National Wellness Service. Germany has even started offering courses on Ayurveda in college curriculum.

The Ministry of AYUSH is also committed to recognize the AYUSH industry globally. Recently launched NAMASTE-PORTAL is a solution for morbidity data for AYUSH related services. Ministry is using this platform to get AYUSH related terminology in International Classical Diseases (ICD)-11 with World Health Organization (WHO).

Over the years, Indian wellness industry has emerged out of a restricted notion of physical fitness and beauty to a holistic goal of physical, mental and emotional wellness. Today the major segments of wellness industry include beauty, nutrition, physical fitness, and alternative streams of therapy and rejuvenation.

The estimated market size of the global beauty and wellness industry was around $1.4 trillion (in 2017) with a CAGR of 15% over the last five years. India figures in the five top beauty and wellness markets of the world and has the potential to even become the top ‘Wellness’ destination for the global travellers.
SALIENT FEATURES

- Comprehensive Exhibition on Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa, Homoeopathy & Wellness
- International Conference on AYUSH & Wellness
- Reverse Buyer-seller meeting and Planned B2B sessions with hosted buyers from over 60 countries
- Visitors and Hosted Buyer Delegations from over 60 countries
- Regulators meet with Regulators of select countries
- Industry - Farmer Interactive Meet
- Indian CEOs Roundtable
- Structured B2B Meetings
- Live Demonstrations
- AYUSH Health care Lectures

EVENT OBJECTIVES

- To showcase the strength and scientific validation of AYUSH in the Global context
- To promote and strengthen awareness and interest about AYUSH
- To facilitate international promotion, development and recognition of Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy
- To foster interaction of stakeholders and market development of AYUSH at international level
- To give boost to AYUSH products in International Market
- To exhibit the research and latest developments in AYUSH sector
- To harness the potential of this fast growing and globally emerging sector
DISPLAY PROFILE

- Ayurvedic Products
- Ayurveda Resorts
- Naturopathy Centres
- Spa and Wellness Centers
- Unani Medicines
- Herbal Foods
- Siddha Medicines
- Organic Products
- Homoeopathic Medicines
- Dealers and exporters of medicinal plants and other raw materials
- Medicinal Plants
- Machinery and equipment manufacturers of AYUSH products
- Food Supplements
- Research Institutions
- Health Insurance
- Health & Nutrition Supplements
- Therapies - Herbal, Panchkarma etc.
- Health Tourism
- Books & Publications
- Yoga Equipments & Accessories
- Yoga Centres
- NGOs
- AYUSH Hospitals & AYUSH Medical Colleges

VISITOR PROFILE

- International Hosted Delegates
- AYUSH Practitioners & Medical Experts
- Manufacturers of AYUSH & Wellness products
- Distributors/Retailers of AYUSH products
- Government organisations / Trusts / NGOs and officials
- Fitness Centers
- Business Associates and Consultants
- Medicinal Plant Cultivators and Traders
- AYUSH State Government Departments
- Medical College Students and entire Fraternity
- Insurance Companies
- Publishers
WHY EXHIBIT?

- To showcase the strengths and potentials of AYUSH systems of medicines to the world
- To exhibit the research & development efforts in the AYUSH sector
- To have interaction with practitioners, consumers & other stakeholders
- To project future trends and requirements in the AYUSH healthcare sector
- To create awareness among individuals and professionals about Ayurveda, Yoga & Naturopathy, Unani, Siddha & Homoeopathy
- To harness the potential of this fast growing and globally emerging sector
- To have one to one interaction with eminent delegates of AYUSH sector from over 60 countries
BUYERS FROM THE FOLLOWING COUNTRIES ARE INVITED:

Afghanistan, Algeria, Armenia, Azerbaijan, Bahrain, Bangladesh, Belarus, Bhutan, Botswana, Brunei, Burundi, Cambodia, Cameroon, Comoros, Democratic Republic of the Congo, Djibouti, Egypt, Eritrea, Ethiopia, Georgia, Ghana, Indonesia, Iran, Iraq, Israel, Ivory Coast, Kazakhstan, Kenya, Kuwait, Kyrgyzstan, Laos, Lebanon, Lesotho, Malawi, Maldives, Malaysia, Mauritius, Moldova, Mongolia, Morocco, Mozambique, Myanmar, Namibia, Nepal, Nigeria, Oman, Philippines, Qatar, Russia, Rwanda, Saudi Arabia, Senegal, Seychelles, Sri Lanka, Sudan, Taiwan, Tajikistan, Tanzania, Thailand, Tunisia, Turkmenistan, Uganda, Ukraine, United Arab Emirates, Uzbekistan, Vietnam, Zambia, Zimbabwe.

PARTICIPATION FEE

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<th>EXHIBITION</th>
<th>CONFERENCE</th>
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<tr>
<td><strong>Standard Booth 9 sq.m.</strong></td>
<td><strong>Delegate Fee</strong></td>
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<tr>
<td>INR 8,500/- per sq.m.</td>
<td>INR 5,000/- per Person</td>
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<tr>
<td><strong>Raw Space</strong></td>
<td><strong>For Students</strong></td>
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<tr>
<td>INR 7,500/- per sq.m.</td>
<td>INR 2,000/- per Student</td>
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*Taxes as applicable

- The facilities under shell scheme will include constructed booth, fascia, 3 spot lights, two chairs, one table, and one power point for a booth of 9 sq.mtrs.
- Additional display aids and furniture can also be obtained on payment basis.

GLIMPSES

- Inauguration by Shri Suresh Prabhu, Hon'ble Minister of Commerce & Industry, Govt. of India
- Exhibition showcasing more than 150 Manufacturers of AYUSH products and services
- Exclusive theme pavilions of Ministry of AYUSH, Central Councils, Research Institutes of Ministry of AYUSH, Govt. of India
- CEO Roundtable Meeting, chaired by Shri Shripad Yesso Naik, Hon’ble Minister of State (IC), Ministry of AYUSH, Govt. of India with more than 40 CEOs of the leading AYUSH manufacturing companies
- Conference encompassing informative and interactive sessions between the various stakeholders of the AYUSH sector
- Reverse Buyer Seller meet organized by Pharmexcil and FICCI
- Participation of Gujarat Tourism as a Partner State
THANK YOU PARTNERS

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Pen Sponsor

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Outdoor Media Partner

Official Travel Partner

Media Partners

Supporting Organisations

UNANI DRUG MANUFACTURERS ASSOCIATION

ASSOCIATION OF MANUFACTURERS OF AYURVEDIC MEDICINES

FEDERATION OF HOMOEOPATHIC MANUFACTURERS OF INDIA

AAYURVEDIC DRUG MANUFACTURERS ASSOCIATION
ABOUT ORGANISERS

MINISTRY OF AYUSH, GOVERNMENT OF INDIA
AYUSH is the acronym of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy. The Ministry of AYUSH was formed on 9th November 2014 to ensure the optimal development and propagation of AYUSH systems of health care. Earlier it was known as the Department of Indian System of Medicine and Homeopathy (ISM&H) which was created in March 1995 and renamed as Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) in November 2003, with focused attention for development of Education and Research in Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy. The Ministry of AYUSH lays emphasis on up-gradation of AYUSH educational standards, quality control and standardization of drugs, improving the availability of medicinal plant material, research and development and awareness generation about the efficacy of the system, domestically and internationally.

DEPARTMENT OF COMMERCE, MINISTRY OF COMMERCE AND INDUSTRY, GOVERNMENT OF INDIA
The Department of Commerce formulates, implements and monitors the Foreign Trade Policy (FTP) which provides the basic framework of policy and strategy to be followed for promoting exports and trade. The Trade Policy is periodically reviewed to incorporate changes necessary to take care of emerging economic scenarios both in the domestic and international economy. Besides, the Department is also entrusted with responsibilities relating to multilateral and bilateral commercial relations, Special Economic Zones, state trading, export promotion and trade facilitation, and development and regulation of certain export oriented industries and commodities.

FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY
FICCI is the voice of India’s business and industry. Established in 1927, it is India’s oldest and largest apex business organization. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

PHARMACEUTICALS EXPORT PROMOTION COUNCIL (PHARMEXCIL)
Pharmaceutical Industry being knowledge based and keeping in view of the available opportunities and Indian Pharma industry’s keen enthusiasm to serve the global healthcare industry, Government of India felt the need of an exclusive export promotion council. Accordingly, Ministry of Commerce and Industry, Government of India, set up Pharmaceuticals Export Promotion Council of India (Pharmexcil India) under Foreign Trade policy by issuing DGFT notification in the year 2004, with its headquarters at Hyderabad, India.

For participation, contact:

Federation of Indian Chambers of Commerce and Industry
For Exhibition:
Nishant Bhatia, Asst. Director
M.: 91-9910424446 • T.: 91-11-23487226
E.: nishant.bhatia@ficci.com

For Reverse Buyer Seller Meet (RBSM):
Pallavi Thakur, Asst. Director
T.: 91-11-23487225
E.: pallavi.thakur@ficci.com

For Conference:
Aparna Sharma, Asst. Director
T.: 91-11-23487236
E.: aparna.sharma@ficci.com