

pharmexcil



सत्यमेव जयते
Ministry of AYUSH
Government of India



सत्यमेव जयते
Department of Commerce
Ministry of Commerce and Industry
Government of India



COMPREHENSIVE EXHIBITION ON
**AYURVEDA, YOGA, NATUROPATHY, UNANI, SIDDHA,
SOWA-RIGPA HOMOEOPATHY**
& CONFERENCE ON AYUSH and WELLNESS

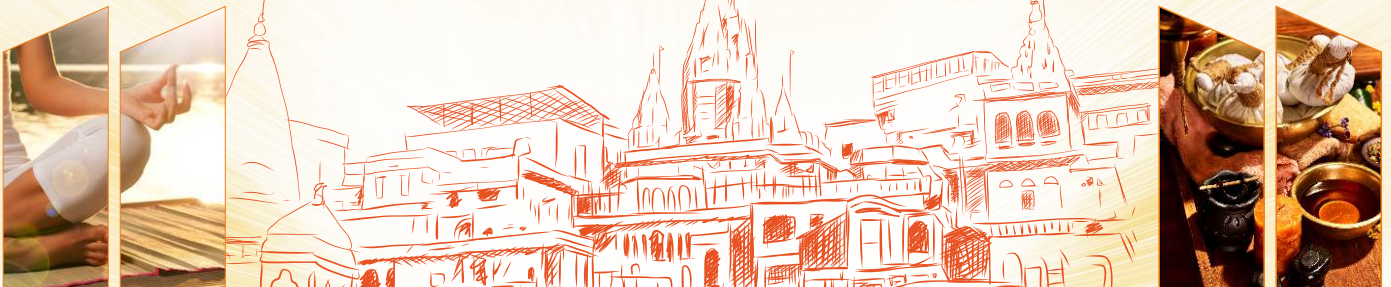


AROGYA 2019

2nd International Exhibition & Conference
on AYUSH & Wellness

19 - 22 December 2019

Banaras Hindu University, Varanasi



POST SHOW REPORT

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An International Exhibition and Conference on AYUSH sector was organized by the Ministry of AYUSH, Department of Commerce, Ministry of Commerce and Industry, Govt. of India, Federation of Indian Chambers of Commerce and Industry (FICCI) and Pharmexcil from 19 - 22 December 2019 at Banaras Hindu University, Varanasi, a four day Comprehensive event on Traditional Systems of Medicines and Wellness.

The objective of the event is to promote the Indian Systems of Medicine at a Global level and develop strategic partnership in the field of Medical and Integrated Healthcare sector between India and other countries with a focus of developing Exports with these countries.

EXHIBITION HIGHLIGHTS

- Participation of more than 200 Manufacturers of AYUSH products and services.
- Exclusive theme pavilions of Ministry of AYUSH, Central Councils, Research Institutes of Ministry of AYUSH, Govt. of India.
- Participation of Gujarat Tourism and Govt. of Uttar Pradesh as a Partner State.
- Reverse Buyer Seller meet organized by Pharmexcil and FICCI.



INTERNATIONAL REVERSE BUYER SELLER MEET

A Reverse Buyer Seller Meet (RBSM) was organized by FICCI with the support of Pharmaceutical Export Promotion Council (Pharmexcil) in which buyers from 56 countries were invited to have one to one interaction with the Stakeholders of AYUSH participating in the Exhibition.

Buyers from the following countries were invited:

Afghanistan, Argentina, Australia, Austria, Bangladesh, Benin, Bhutan, Botswana, Brazil, Cambodia, Cameroon, Canada, China, Croatia, Czech Republic, Egypt, Ethiopia, France, Germany, Ghana, Gibraltar, Guinea, Hungary, Indonesia, Italy, Ivory Coast, Japan, Kazakhstan, Latvia, Madagascar, Malaysia, Maldives, Mauritius, Mexico, Moldova, Mongolia, Myanmar, Nepal, Netherlands, Nigeria, Peru, Philippines, Russia, Rwanda, South Africa, Sri Lanka, Sudan, Tajikistan, Tanzania, Uganda, Ukraine, United Arab Emirates, United States, Uzbekistan, Vietnam, Zambia.



CEOs ROUNDTABLE

The CEO Roundtable Meeting was chaired by Sh. Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH in the august presence of Shri Anurag Sharma, member of Parliament, Govt. of India, Sh. Pramod Kumar Pathak, Additional Secretary, Ministry of AYUSH, Director Generals of the Central Councils of Ministry of AYUSH, Drug Regulators of various states, Senior representatives from Invest India and more than 40 CEOs of the leading AYUSH manufacturing companies. Shri Kotecha, in his opening speech, stressed upon the need of exploring the entire AYUSH industry. He said that it is important to make AYUSH systems locally available to the community, as they are largely accepted by the population. Since, AYUSH is facing challenges regarding quality and standards, we should be addressing these sensitive issues. Concept of Integrative Medicine was strongly supported by him. The forum strongly suggested remedial issues to be taken up by the Ministry.



CONFERENCE SESSIONS

The Conference was organised with an objective to learn about the best practices and global experiences, exchange innovative ideas, explore new areas and above all, to provide a platform for informative and interactive sessions between the various stakeholders of the AYUSH Industry. Enhancing the Export Potential of AYUSH, Business opportunities in Integrative Health Care, Building a Brand Strategy- Healing Power of AYUSH for the World and Standardization & Quality Control in AYUSH Sector were the key sessions which were well attended by the eminent speakers from India and abroad.



CONFERENCE OBJECTIVES

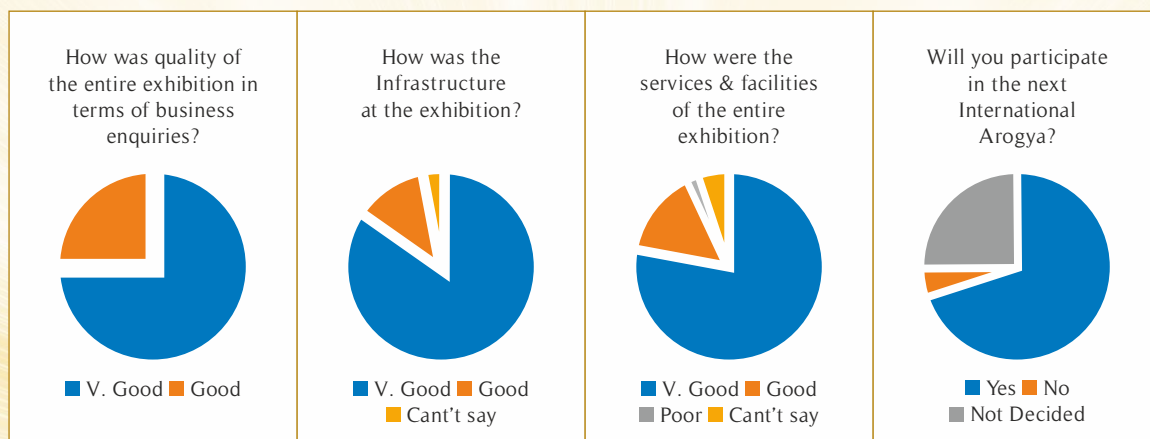
- To provide a platform for Informative and Interactive sessions on creating an access to new markets of the world.
- Remedies and suggestions to overcome the regulatory challenges for facilitating the exports.
- Global Regime and standardization of AYUSH products and services
- Integrating AYUSH services in modern healthcare
- Value chain integration and providing quality raw materials
- AYUSH for prevention & management of urban lifestyle diseases
- Promoting the brand 'AYUSH' to the world and Mainstreaming Brand AYUSH

CONFERENCE PARTICIPATION

- Total Number of Speakers: 46
- Total Number of Business Delegates: 812

FAIR STATISTICS

Foreign Hosted Delegates	290
No. of Countries from where Delegates invited	56
Exhibitors	222
Gross Area	10500 sq. meters.
No. of Visitors	Over 75,000 in 4 days
No. of Business Visitors	Over 6350



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