



Confederation of Indian Industry



Mainstreaming Ayurveda Through
Branding, Research, AI & Startups

29 & 30

AUGUST 2024

Adlux International
Convention Center,
Ernakulum, Kerala



www.ciiglobalayurvedasummit.in

INTRODUCTION

Ayurveda is recognised as a system of medicine indigenous to India, which includes both medicinal products and health services. The origin of Ayurveda traces back to 5000 years old Indian Vedic teachings based on fundamental philosophies about life, disease and health. Ayurveda is regarded as one of the oldest healthcare systems in the world. Over the millenniums, Ayurveda has not only sustained the changing outlook and demands for health services due to the invasion of modern methods of treatment but, it has grown to be renowned all across the world.

The Ayurveda sector, the total estimated market size of Indian Ayurveda industry is USD 3 billion, which includes both Ayurveda products (ethical, classical, Over the Counter (OTC), personal care and beauty products) and services (medical, well-being, payor and medical tourism services). The Indian Ayurveda Sector is expected to grow at 16% CAGR in the next 5 years.

Ayurveda - as practiced and utilized by Indians at large since centuries, is going global by virtue of its unique blend of science and philosophy that balances the physical, mental, emotional and spiritual components necessary for holistic health.



THE SUMMIT


Confederation of Indian Industry (CII) is glad to announce the 6th edition of the "Global Ayurveda Summit" on 29 & 30 August 2024 at Adlux International Convention Center, Ernakulum, Kerala. The Global Ayurveda Summit is an annual international event that catalyses the Ayurvedic sector to reach new heights. Previous editions have successfully showcased Ayurveda on a global platform multi-dimensionally with comprehensive coverage of everything from textual traditions to healing traditions, from policies to products and from research to economics and events for discussions, deliberations and decisions.

This summit acts as a global knowledge platform, bringing together leaders in Ayurveda, Health, Wellness, Nutraceuticals, Medicinal Plants, and Tourism fields. The impact of previous editions has heightened corporate interest and enhanced academic and public expectations.

With a focus on establishing Ayurveda as a prevention-oriented healthcare system, the summit aims to promote it as the most ancient, scientific, and holistic healthcare system. Cost-effective and easy to implement, Ayurveda has the potential to lead the world towards a disease-free society.



INTERNATIONAL CONFERENCE



The conferences support the establishment of Ayurveda as a prevention-oriented, perfect health care system for the world, a system that is authentic and reliable. The Conference aims to establish Ayurveda as the most ancient, scientific and holistic health care system, which is capable of leading the world towards an increasingly disease-free society. Since Ayurveda is cost effective and easy to implement, it is capable of bringing about self-sufficiency in health care in every nation. World experts in the field of Ayurveda come together and bring out a new depth of understanding of Ayurveda. New breakthrough scientific researches on Ayurveda are presented, and In-depth formulation of policies to make Ayurveda available in totality throughout the world is discussed.

KEY OBJECTIVES

- Understanding investment opportunities in Indian Healthcare Industry
- Awareness of Ayurveda in Global Marketplace & position India & Kerala as an emerging hub.
- Unearth Potential for Exports / Imports of Ayurveda Medicines/Services.
- Standardisation of Manufacturing & Services (Quality)
- Connecting the Eco-Tourism & Health sector seamlessly.
- Acceptance of Ayurveda into mainstream healthcare - Create global market place for Ayurveda
- Position Ayurveda as a solution for global health challenges - Brand Ayurveda as the way of life.

HIGHLIGHTS

- 2 Days Exhibition & Conference
- Focussed Technical Sessions
- State Promoted Sessions
- Focus Country Sessions
- B2B/B2G/B2C Meetings
- Product Launches
- Live Demos
- 100+ exhibitors
- 4000 Business & Trade visitors
- Ayurveda Food Festival



INTERNATIONAL PARTICIPATION

The summit will focus on ensuring participation of Facilitators, TPAs, Insurance players and diplomats from across the globe.

EXHIBITION

The flagship event of CII, 'Global Ayurveda Summit 2024' is an initiative totally dedicated to the 'Health and Wellness' industry.

Make sure you are a part of this Mega Event! It is a one of its kind that provides an excellent opportunity for the MSMEs and the large businesses in the Ayurveda sector to showcase Kerala as a global destination for holistic healthcare.

The Global Ayurveda Summit's Exposition will bring together business executives and business owners to benefit from face-to-face networking and elevated level business refinement. Individuals, institutions, and organizations in the field of Ayurveda represent an apparently diverse, yet inherently unified, styles, methods, products and services. Global Ayurveda Expo will be the platform to exhibit everything made, served, and sold in the name of Ayurveda to a global community.

EXHIBITOR PROFILE

- Ayurveda Hospitals & Clinics
- Ayurveda Product Manufacturing Companies
- Medicinal Plant & Production equipment dealers
- Manufacturers of products, medicines, props, equipment
- Tourism Industry
- Healthcare Tour Operators
- International Travel & Tours
- Hotels and Resorts
- Specialised Hospitals
- Academicians
- Testing equipment manufacturers
- Manufacturers of Health and Diet food/ Dietary Supplements
- Bio-pharmaceutical Producers &
- Bio-fertilizers Producers
- Beauty and Neutraceutical products
- Medicine Manufacturers
- Educational Institutes
- Research Institutes
- Manufacturers of Treatment Equipments & Accessories
- Wellness Centre
- Generic Medicine manufacturer
- Slimming Centres & Diet Clinics, Fitness Equipment & Products
- Cosmeceutical Producers & Beauty professionals
- Plant cultivators, Seed dealers, Plant drug supplies, Plant extractors
- Food, Agro, Biotech, Cosmetics, IT, Packaging & allied machineries among others.

*This list is illustrative





POST EVENT REPORT

The Global Ayurveda Summit 2023, dedicated to the Health and Wellness industry, provided an excellent opportunity for businesses of all sizes to grow alongside big industry players. Government of Kerala was the Host State for the Summit and was supported by National Ayush Mission & Ministry of Ayush. With over 60 exhibitors and a sprawling 1000+ sq.mt display area, the summit attracted 4000+ business and trade visitors.

During the inaugural session, distinguished speakers like Honourable Raila Amolo Odinga and Mr. Vinod Manjila emphasized the benefits of Ayurveda and the need for wider acceptance and adoption of Ayurvedic treatment protocols. The summit delved into critical topics such as evidence-based research for building trust in Ayurveda, identifying opportunities and challenges in the modern world, and exploring emerging opportunities through startups and entrepreneurship. Additionally, discussions revolved around incorporating AI & technology in Ayurveda and partnering with other systems of medicine to establish Kerala as a global holistic healthcare destination. The event also featured a panel discussion on emerging opportunities in globalizing Ayurveda products & services, highlighting the importance of collaboration and innovation in driving the sector's growth.

The Global Ayurveda Summit 2023 served as a platform for thought-provoking discussions, fostering partnerships, and charting the course for the future of Ayurveda on the global stage.



International Participation

- 
Bangladesh
- 
Kenya
- 
Oman
- 
Sri Lanka
- 
Taiwan
- 
Thailand
- 
The Czech Republic

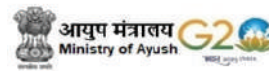
Host State



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TESTIMONIALS



It was a learning experience to understand technologies, present & future & how the industry is coping with it. A very well organised and inspired event. Best of luck for the next edition in August 2024. The feedback we received from participants has been overwhelmingly positive, highlighting the impact of the event on both personal and professional levels.

-Dr P M Varier

Managing Trustee & Chief Physician
Arya Vaidya Sala (AVS), Kottakkal

The organisers showcased impeccable planning and execution. One of the highlights was the incredible lineup of speakers.

-Dr S Saji Kumar

Managing Director
Dhathri Ayurveda

GAS 2023 has created a platform for interdisciplinary collaboration between various streams of healthcare in promoting Kerala as a healthcare destination. The positive experiences of meeting different country representatives as well as industry partners have instilled a lot of confidence in pursuing this vision further.

-Dr Yadu Narayanan Mooss

Director & CEO
Vaidyaratnam Oushadashala

I want to express my sincere gratitude to everyone involved in making this event a resounding success. It was a joy to be part of such a well-organized and uplifting occasion.

-Mr Hari Namboothiri

Vice Chairman
Sreedhareeyam Group of Institutions

It was an amazing experience in all aspects. The facility was of international standards, the arrangements were error free, the organisational skills were extra ordinary so that no one could experience any inconvenience or delay in any aspects of the event

-Dr Jaseela T Bukhary

Managing Director
Punarnava Ayurveda Hospital Pvt Ltd

As an exhibitor at GAS, I was impressed by the diverse range of attendees and their genuine interest in our services. The exhibition provided an excellent platform for networking and forging new partnerships.

-Dr Abdul Latheef Nalakath

R&D Head
Ayurgreen Ayurveda Hospitals Pvt Ltd







Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

As India strategizes for the next 25 years to India@100, Indian industry must scale the competitiveness ladder to drive growth. It must also internalize the tenets of sustainability and climate action and accelerate its globalisation journey for leadership in a changing world. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2023-24 as 'Towards a Competitive and Sustainable India@100: Growth, Livelihood, Globalisation, Building Trust' has prioritized 6 action themes that will catalyze the journey of the country towards the vision of India@100.

With 65 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

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