











3rd International Summit on Medical Value Travel

12th - 14th October, 2017 Bengaluru International Exhibition Centre, Bengaluru, Karnataka



www.ahcindia.in



The medical value travel industry has emerged as one of the fastest growing segment of tourism industry despite the global economic downturn. According to the FICCI - IMS Report, India is one of the key MVT destinations in Asia with over 500,000 foreign patients seeking treatment. MVT can be a 9 billion USD opportunity by 2020 through adequate focus and effective execution.

India need to focus on dual objectives of "tourism friendliness" and "patient centricity". However, achieving the stated vision of being "The Provider to the World" would necessitate coordinated efforts by all key stakeholders.

Our endeavour, through the "Advantage Health Care - India 2017" is to showcase India and its immense pool of medical capabilities as well as create opportunities for healthcare collaborations between the participating countries.

KEY STAKEHOLDERS FOR MVT ECOSYSTEM



INSURERS

Key influencer for patients having inadequate coverage vis-à-vis cost of care in one's own country

REGULATORS

Timely resolution of complaints, effective regulation of service providers etc. may instill lots of confidence in travelers

PROVIDERS

Existing capability of local providers and value delivered by destination providers major drivers for MVT

FACILITATORS

Major source of information for patients seeking care abroad; network of providers determine their bargaining power

ACCREDITATION AGENCIES

Key driver for highend care; accreditation aggressively leveraged by providers

GOVERNMENT

Major impact on image, visa norms, relationship (source / destination), connectivity etc.



MEDICAL VALUE TRAVEL IN INDIA

MVT can be a 9 billion USD opportunity by 2020 through adequate focus and effective execution.

As outlined above, India needs to diversify its sources of medical tourism and offerings to create a strong value proposition which would help India in becoming a leader in medical tourism.

Thus with broader offerings catering to a large set of global patient pool, India could accelerate its MVT growth from current estimates of 15% to 25%.

MVT Market in India (billion USD) 9.0 425% 9.0 6.1 2020EBase case Accelerated growth

However to tap this opportunity, India will have to focus on following considerations.

Following are the key considerations for patients while deciding upon the destination for seeking treatment abroad:





SALIENT FEATURES

- The third edition of International Summit on Medical Value Travel being organized in India for promoting services exports from India
- Exhibition to present and promote exclusive medical services and expertise
- Opportunity for the State Governments to showcase their healthcare & wellness industry
- Provide excellent brand visibility to exhibitors
- International Conference on Medical Value Travel
- Reverse Buyer-Seller Meeting and planned B-2-B sessions with hosted buyers from more than 70 identified countries of Africa, Middle East, CIS and Asia (including SAARC)
- Visitors and Hosted Buyer Delegations from over 70 countries
- Organized Hospital Visits by State Governments for the visiting foreign delegations to provide them utmost exposure of the Indian hospital infrastructure
- Indian healthcare providers and Global healthcare stakeholders on one platform
 - Medical Value Travel Awards
- Regulators meet will be organised during the event in which the Ministers from the 10 important countries will be invited for G2G interaction

- B-2-B meetings and tie-ups with hospitals and healthcare centres
- Showcase medical devices sector opportunity for encouraging foreign companies to start manufacturing in India with local partners
- Showcasing AYUSH sector
- Innovations Pavilion
- Showcase training capabilities of India in medical, pharma and nursing sector. Engage with international partners for imparting training courses and short education programs
- Training and development of programs for allied medical staff through Indian medical universities and skill development missions
- Establish global business contacts and connects
- Sign business cooperation agreements with international stakeholders sending patients to India







EXHIBITOR PROFILE

- Hospitals
- Super Specialty Services
- Ortho Care / Joint Replacements / Neuro Centre / Spinal Injury / Organ Transplant / Cardiac Surgery / Oncology Treatment
- Cosmetic Surgery Centres
- Eye Hospitals
- Dental Clinics
- Ayurvedic and Unani Hospitals
- Yoga & Rejuvenation Centres
- Naturopathy Hospitals
- Physiotherapy Centres
- Post-operative Care Centres
- Panchkarma Centres
- SPA Centres
- Fitness & Wellness Centres
- Medical & Health Care Products
- Medical Equipment Manufacturers
- Medical Education Universities / Institutions
- Nursing Training Colleges
- Pharma Education Institutes
- Medical Insurance Companies
- Third Party Administrators (TPAs)
- State Govt. Tourism Departments
- Hotels
- Airlines
- Tour and Travel Operators
- Medical Tourism Facilitators

VISITOR / DELEGATE PROFILE

- International Hospitals
- Prospective Medical Tourists
- Govt. Organizations / Bodies
- Insurance Companies
- Travel & Tour Operators
- Hotels & Hospitality Industry
- Doctors and Medical Experts
- Medical Tourism Organizations

- International Medical Associations
- Medical Journalists
- Fitness Centres
- Clubs
- Clinics
- Investors



ADVANTAGE HEALTH CARE INDIA 2016 - HIGHLIGHTS

162 TOTAL EXHIBITORS **67** COUNTRIES

40+ SPEAKERS 603 FOREIGN HOSTED BUYERS

5000+
BUSINESS
VISITORS

6122 B2B MEETINGS











ORGANISERS ___

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.



SERVICES EXPORT PROMOTION COUNCIL (SEPC)

Set up by the Ministry of Commerce & Industry, Government of India, SEPC is an apex trade body to facilitate service exporters of India and serves as a platform for interaction between service exporters and policy makers. SEPC has been instrumental in promoting the efforts of Indian service exporting community since 2006.



HOST STATE

GOVERNMENT OF KARNATAKA

Karnataka is a tapestry of colours, cultures, flavours, landscapes, timelessness and heart stopping beauty. It's a place where vibrant worlds seamlessly meld into one another every few hundred kilometers. Sedate plains suddenly rise to dizzying mist covered hilly heights, and then plunge with careless abandon in a white-watered freefall to become languid rivers that flow past cities where time has stopped altogether. And cities where time rushes a relentless rush to keep up with the world; cities that sometimes escape into the deep quietude of thick forests and sometimes, stretches their arms wide open to embrace the sea. Host to some of India's largest and most powerful dynasties, the state has across the centuries, carried a legacy of art and culture. Its geography-making it, by all means, a 191,791 square kilometre trail of whimsy.



SUPPORTING ORGANISATIONS

MINISTRY OF AYUSH, GOVERNMENT OF INDIA

The Ministry of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy) 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.



MINISTRY OF EXTERNAL AFFAIRS, GOVERNMENT OF INDIA

The Ministry of External Affairs (abbreviated as MEA) is responsible for the country's representation in the United Nations and advise other Ministries and State Governments while dealing with foreign governments or institutions.



MINISTRY OF HEALTH & FAMILY WELFARE. GOVERNMENT OF INDIA

The Ministry of Health & Family Welfare comprises the Department of Health & Family Welfare & Department of Health Research. Directorate General of Health Services (Dte.GHS) is attached office of the Department of Health & Family Welfare and has subordinate offices spread all over the country. The DGHS renders technical advice on all medical and public health matters and is involved in the implementation of various health services.



Family Welfare, Govt. of India

MINISTRY OF TOURISM, GOVERNMENT OF INDIA

 $The \, Ministry \, of \, Tourism is \, the \, nodal \, agency \, for \, the \, formulation \, of \, national \, policies \, and \, programs \, and \, for \, the \, co-ordination \, of \, activities \, of \, various \, Central \, Government \, Agencies, \, State \, Governments/UTs \, and \, the \, Private \, Sector \, for \, the \, development \, and \, promotion \, of \, tourism \, in \, the \, country.$

STRATEGIC ORGANISATIONS



NATIONAL ACCREDITATION BOARD FOR HOSPITALS & HEALTHCARE PROVIDERS (NABH)

NABH is a constituent board of Quality Council of India, set up in year 2006 to establish and operate accreditation programme for healthcare organizations. NABH has designed an exhaustive healthcare standard for hospitals and healthcare providers. NABH aims at streamlining the entire operations of a hospital. Its standards have been accredited by ISQUA, the apex body accreditations hence making NABH accreditation at par with the world's leading hospital accreditations.

PARTICIPATION FEE

*Taxes as applicable

EXHIBITION				
Standard Booth	9 sq.m.	INR 1,50,000/-	US\$ 3000	
(Facilia Nama Anna de income Abda anna A 2 anna Balan al adhir 0 Fanna andra)				

CONFERENCE			
Delegate Fee	INR 10,000/- per Person	US\$ 200	
		*Taxes as applicable	

Contact:

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