

**PROMOTING HEALTHCARE
SERVICES EXPORTS FROM INDIA**



**ADVANTAGE
HEALTH CARE-INDIA 2017**

3rd International Summit on Medical Value Travel

12th - 14th October, 2017

Bengaluru International Exhibition Centre,
Bengaluru, Karnataka



**POST SHOW
REPORT**

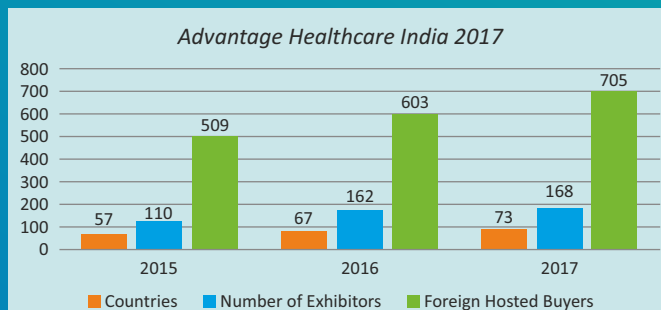
Supporting Organization:



3rd International Summit on Medical Value Travel

ADVANTAGE HEALTHCARE INDIA 2017

The third edition of AHCI 2017 was held from 12-14 October, 2017 at Bengaluru International Exhibition Centre, Bengaluru, Karnataka. The event was organized by Department of Commerce, Ministry of Commerce & Industry, Government of India in association with the Federation of Indian Chambers of Commerce & Industry (FICCI) and Service Export Promotion Council (SEPC). The event was supported by Engineering Export Promotion Council (EEPC), and National Accreditation Board for Hospitals and Healthcare Providers (NABH).



The objective of this international summit was to promote India as a Premier Global Healthcare Destination and to enable streamlined medical services exports from India. This underlying objective is a unique conglomeration of 5Ts, namely -

- *Tradition - promoting AYUSH and wellness industry*
- *Technology - promoting technologically advanced medical treatment in India*
- *Tourism - encouraging people to travel to India for medical value reasons*
- *Talent - showcasing globally renowned Indian talent in healthcare sector*
- *Trade - creating unique B2B institutionalized linkages*



AHCI 2017 was third International Summit on Medical Value Travel, to be organized in India for promoting services exports from India which brought together stakeholders from more than 70 countries. The summit presented an opportunity to interact, network and collaborate through the hosted buyers program, the exhibition, the conference along with ASEAN roundtable as well as the visits to some of World class Hospitals, Ayurvedic and Wellness centres in Bengaluru.

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INAUGURATION

The event was inaugurated by Ms. Rita Teotia, Secretary, Department of Commerce, Ministry of Commerce and Industry, Govt. of India in the presence of Mr. Sudhanshu Pandey, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Govt. of India, Mr. Satyajeet Rajan, Director General, Ministry of Tourism, Govt. of India, Dr. Shalini Rajneesh, Principal Secretary, Health & Family Welfare, Govt. of Karnataka, Mr. Gaurav Gupta, Principal Secretary, Department of Information Technology, Biotechnology and Tourism, Govt. of Karnataka, and was attended by senior officers from Ministry of Commerce, Govt. of India and other participating Ministries. The event was also attended by more than 700 delegates from 73 countries. Diplomats and senior officers of foreign Missions in India also attended the inaugural function.



EXHIBITION

An exclusive exhibition of AHCI 2017 was held at Hall No. 1 and Hall No. 3 of Bengaluru International Exhibition Centre, Bengaluru, Karnataka. More than 160 exhibitors also attended the exhibition. The Exhibition showcased India's offerings and expertise in healthcare, in terms of Hospitals, Healthcare centres, AYUSH Hospitals, Educational institutions (Medical colleges, Nursing colleges, Pharma colleges & AYUSH colleges), Medical devices and Electronics, Pharmaceutical companies, Pharma machinery and packaging, and associated infrastructure - medical tourism facilitators, hotels, airlines, tour and travel companies and TPAs.

The exhibition received an overwhelming response from the Industry with participation from all major Hospitals and Healthcare Centres like Apollo Hospitals, Narayana Healthcare, Artemis Hospitals, Jaypee Hospital, Aster DM healthcare etc. Government of Karnataka participated as the Host state of the event.

The exhibition also witnessed participation from Ministry of Tourism, Government of India, EEPC & SEPC through their dedicated pavilions.



KNOWLEDGE PAPER RELEASE

The summit also witnessed launch of the Knowledge Paper titled ‘Indian MVT - a value driven and patient centric initiative’, at the third International Summit on Medical Value Travel (MVT) - Advantage Healthcare India (AHCI 2017). As per the study, government, along with other key stakeholders have taken several steps to improve patient experience when he/she comes to India for treatment.

Among other things, medical visa issuance process has been made efficient thus reducing the time taken in visa procurement. The scope of e-tourist visa has also been expanded to include short term medical treatment. A special category named “e-medical visa” has also been introduced. Separate immigration counters and facilitation desks have also been set up at major Indian airports to boost the Medical Value Travel Industry.

The FICCI - IMS Health study was commissioned in order to establish a robust unbiased view of MVT in India vis-à-vis other Asian and developed markets, to understand the factors that attract MVT patients, and to define guidelines that can possibly strengthen India’s position as the most preferred MVT destination in Asia. The study is an effort to bring together policy makers and stakeholders and help them work in conjunction to further strengthen India’s position as a hotspot for MVT.

India has emerged as one of the major hub for provision of care to MVT patients. With the given scale of healthcare infrastructure and the projected growth, India can further strengthen its standing among current popular MVT destinations like Thailand, Singapore, Malaysia, Mexico etc. Various initiatives taken by different stakeholders in the last year have further improved India chances of becoming a ‘provider to the world’.



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REGIONAL FORUMS

Regional forums was organized for SAARC region which focused on issues and opportunities for existing hospitals and other stakeholders of the sector in the region and suggested solutions to overcome the existing bottlenecks between India and SAARC region. The forum also discussed the possible collaboration in areas like skill training, use of technology, hospital infrastructure and quality of services.



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CEO'S ROUND TABLE

An Indian CEOs roundtable was organized during the event which was Chaired by **Ms Rita Teatia**, Secretary, Department of Commerce, Ministry of Commerce & Industry, Government of India and was well attended by the stakeholders from more than 40 leading hospitals and healthcare centres.



CONFERENCE

The two day International Conference on Medical Value Travel, featured a conglomeration of CEOs, policy makers, national and international leaders from healthcare and allied industries who shared knowledge and best practices in the sector, and showcased the various opportunities that India offers to the world in terms of medical value travel.

The deliberations, and discussions during the conference and roundtables also led to several issues as well as opportunities being discussed, which led to clear recommendations, for both industry and government which would further **help in development of the sector.**

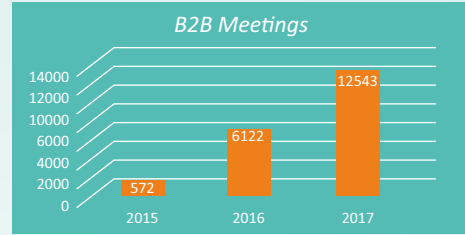




ADVANTAGE
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B2B MEETINGS



More than 12000 B2B meetings were held during the show which resulted in valuable business tie ups and cooperation between the industry stakeholders from India and invited countries.



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MEDICAL VALUE TRAVEL AWARDS

For the 1st time, Advantage Healthcare India: Medical Value Travel Awards 2017 were introduced to create a platform to recognize and acknowledge the exemplary services provided by Indian stakeholders in Healthcare and Wellness sectors.

Medical Facilitator of the Year Winner:
HBG Medical Assistance Pvt. Ltd.



Medical Facilitator of the Year Runners Up:
Shinon Global Consultancy



Wellness Centre of the Year Winner:
Ayurvedagram Heritage Wellness Centre Pvt. Ltd.



Wellness Centre of the Year Runners Up:
SOUKYA International Holistic Health Centre



Ayurveda Centre of the Year Winner:
AyurVAID Hospitals



Ayurveda Centre of the Year Runners Up:
Punarnava Ayurveda Hospital



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**Medical Value Travel Specialist Hospital
(Intervention Cardiology) Winner:**
Narayana Institute of Cardiac Sciences



**Medical Value Travel Specialist Hospital
(Cardiac Surgery) Winner:**
Narayana Institute of Cardiac Sciences



**Medical Value Travel Specialist Hospital
(Paediatric Cardiac Sciences) Winner:**
Fortis Hospital, Mohali



**Medical Value Travel Specialist Hospital
(Paediatric Cardiac Sciences) Special Organizer's Mention:**
Jaypee Hospital



**Medical Value Travel Specialist Hospital
(Oncology) Winner:**
Mazumdar Shaw Medical Center



**Medical Value Travel Specialist Hospital
(Oncology) Special Organizer's Mention:**
Artemis Hospital



**Medical Value Travel Specialist Hospital
(Neurosciences) Winner:**
Paras Hospital



**Medical Value Travel Specialist Hospital
(In Vitro Fertilization / Infertility) Winner:**
Nova IVI Fertility Centre



**Medical Value Travel Specialist Hospital
(Liver Transplant) Winner:**
Gleneagles Global Hospitals



**Medical Value Travel Specialist Hospital
(Liver Transplant) Runners Up:**
Indraprastha Apollo Hospitals, New Delhi



**Medical Value Travel Specialist Hospital
(Kidney Transplant) Winner:**
Indraprastha Apollo Hospitals, New Delhi



**Medical Value Travel Specialist Hospital
(Heart Transplant) Winner:**
Fortis Malar Hospital Ltd.



**Medical Value Travel Specialist Hospital
(Bone Marrow Transplant) Winner:**
Apollo Hospitals, Chennai



**Medical Value Travel Specialist Hospital
(Spine Surgery) Winner:**
Apollo Health City, Hyderabad



**Medical Value Travel Specialist Hospital
(Spine Surgery) Runners Up:**
Indian Spinal Injuries Centre



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HOSPITAL VISITS

Hospital Visits were organized for the visiting foreign delegates on the last day of the event. The objective of the visit was to promote and showcase the excellent infrastructure and services provided by Indian Healthcare Industry.



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MEDIA COVERAGE



New Delhi, Commerce Secretary Rita Teantia addresses during the launch of 'Advantage Healthcare India 2017' in New Delhi on Aug 11, 2017.



India's medical tourism industry to grow exponentially: Official



LHEDDO REPORTAGE
Business to business

Advantage Healthcare India 2017 Global Summit



India's medical tourism industry to grow exponentially: Official

LHEDDO REPORTAGE

La technologie de pointe dans la médecine indienne



DECCAN Chronicle

tourism a money spinner, say experts



India making a strong statement in medical tourism: Rita Teantia



FICCI launches third healthcare summit to boost medical tourism

ET Healthworld
From The Economic Times

India among fastest growing medical tourism destinations: Official

India making a strong statement in medical tourism: Teantia

THE TIMES OF INDIA
BUSINESS

indiatoday

India is now among fastest-growing medical tourism destinations

Medical tourism meet looks at integrating Ayush with allopathy

By Anand Prasad

Bengaluru, Karnataka: A meeting between the Union Health Minister and the Karnataka Health Minister on Monday (Oct 12) focused on the integration of Ayush with allopathy. The meeting was held at the Karnataka Health Secretariat, Bengaluru. The Union Health Minister, Dr. Jaishankar, and the Karnataka Health Minister, Dr. K. Suresh Kumar, discussed the various initiatives taken by the government to promote Ayush and its integration with allopathy. The meeting also discussed the various challenges faced by the Ayush sector and the need for a holistic approach to its development. The Union Health Minister emphasized the need for a multi-pronged approach to the development of Ayush, which includes the promotion of Ayush products, the training of Ayush practitioners, and the integration of Ayush with allopathy. The Karnataka Health Minister assured that the government will take all necessary steps to support the development of Ayush and its integration with allopathy.

Karnataka set to get its own medical and wellness tourism policy

By Anand Prasad

Bengaluru, Karnataka: The state government is likely to announce a medical and wellness tourism policy in the next few months. The policy is expected to focus on the promotion of medical and wellness tourism in Karnataka. The government is currently in the process of finalizing the policy, which will be presented to the cabinet for approval. The policy is expected to cover various aspects of medical and wellness tourism, including the promotion of medical and wellness services, the training of medical and wellness professionals, and the development of medical and wellness tourism infrastructure. The government is also planning to launch a medical and wellness tourism summit in Bengaluru in the next few months. The summit is expected to bring together various stakeholders in the medical and wellness tourism industry to discuss the challenges and opportunities of the sector and to explore ways to promote medical and wellness tourism in Karnataka.

Business Standard

FICCI launches third healthcare summit to boost medical tourism

The Federation of Indian Chambers of Commerce & Industry (FICCI) has launched its third healthcare summit in Bengaluru on Monday. The summit is expected to bring together various stakeholders in the healthcare industry to discuss the challenges and opportunities of the sector and to explore ways to boost medical tourism in India. The summit is organized by FICCI in collaboration with the Department of Commerce, Ministry of Industry and Service Export Promotion Council (SEPC).



India among fastest growing medical tourism destinations: Official

By Anand Prasad

Bengaluru, Karnataka: India is among the fastest growing medical tourism destinations in the world, according to a report released by the World Health Organization (WHO). The report, titled 'World Health Statistics Quarterly', highlights the rapid growth of medical tourism in India over the past few years. The report attributes this growth to the high quality of medical services, the availability of advanced medical technology, and the competitive pricing of medical services in India. The report also notes that India has become a preferred destination for medical tourists from various countries, particularly from the United States, Europe, and the Middle East. The report is expected to encourage the Indian government to further invest in the healthcare sector and to promote medical tourism as a key driver of economic growth.



BENGALURU, INDIA: With a lead across five of the 14 categories at the Medical Value Travel Awards, Bengaluru has emerged as a chosen destination for medical and healthcare in India.

By Anand Prasad

Bengaluru, Karnataka: The Medical Value Travel Awards 2017, organized by FICCI, Department of Commerce, Ministry of Industry and Service Export Promotion Council (SEPC), have announced the winners in 14 categories. Bengaluru has emerged as a leading destination for medical and healthcare in India, with a lead across five of the 14 categories. The winners in Bengaluru are: Narayana Institute of Cardiac Sciences (Interventional Cardiology and Cardiac Surgery), Fortis Malar Hospital (Medical Value Travel Specialist Hospital - Cardiology), Maumdar Shree Medical Centre (Medical Value Travel Specialist Hospital - Oncology), Indra Prastha Apollo Hospital (Medical Value Travel Specialist Hospital - Transplant), and Narayana Health (Wellness Centre of the Year). Other winners include: Apollo Hospitals (Interventional Cardiology and Cardiac Surgery), Fortis Escorts Heart Institute (Interventional Cardiology and Cardiac Surgery), and Narayana Health (Wellness Centre of the Year).

ADVANTAGE HEALTH CARE - INDIA 2017

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

Advantage Healthcare India 2017 global summit

When: October 12-14, 10 am

Where: Bengaluru International Exhibition Centre

Advantage healthcare india 2017 global summit on medical value travel in Bengaluru from 12th Oct

By Anand Prasad

Bengaluru, Karnataka: The Advantage Healthcare India 2017 Global Summit is set to take place in Bengaluru from October 12-14, 2017. The summit is organized by FICCI, Department of Commerce, Ministry of Industry and Service Export Promotion Council (SEPC). The summit is expected to bring together various stakeholders in the healthcare industry to discuss the challenges and opportunities of the sector and to explore ways to boost medical tourism in India. The summit is organized by FICCI in collaboration with the Department of Commerce, Ministry of Industry and Service Export Promotion Council (SEPC).

BioVOICE

Central government likely to introduce medical & wellness tourism policy next year

The central government is likely to introduce a medical and wellness tourism policy in the next few months. The policy is expected to focus on the promotion of medical and wellness tourism in India. The government is currently in the process of finalizing the policy, which will be presented to the cabinet for approval. The policy is expected to cover various aspects of medical and wellness tourism, including the promotion of medical and wellness services, the training of medical and wellness professionals, and the development of medical and wellness tourism infrastructure. The government is also planning to launch a medical and wellness tourism summit in Bengaluru in the next few months. The summit is expected to bring together various stakeholders in the medical and wellness tourism industry to discuss the challenges and opportunities of the sector and to explore ways to promote medical and wellness tourism in India.

MONDAY OCTOBER 13th

Four Star Healthcare Exhibitions And Medical Value Travel Awards

The Medical Value Travel Awards 2017 were presented by Rajesh Kumar, Principal Chief Commissioner of Income Tax (Karnataka), Sulthanrajan Panthri, Jt. Secretary, Dept. of Commerce, Ministry of Commerce & Industry, Govt. of Karnataka, Director, Service Export Promotion Council (SEPC), and Ganapathi Saravali, Additional Economic Advisor, Ministry of Commerce & Industry, GOI.

We Thank You

Host State



Ministry of Tourism
Government of India

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4th International Summit on Medical Value Travel

4 - 6 October, 2018
New Delhi

