PROMOTING HEALTHCARE SERVICES EXPORTS FROM INDIA

ADVANTAGE HEALTHCARE-INDIA 2019
5th International Summit on Medical Value Travel
13 - 15 November, 2019
India Expo Centre and Mart
Greater Noida (NCR), India

www.ahcindia.in
Foreign Tourist Arrivals (FTA) w.r.t medical tourists during the period 2014-17 has been used to identify major source countries for MTA in India. The following are top 10 countries based on cumulative foreign tourist arrivals on medical visa from 2014 to 2017 which constitutes about 88% of the MVT over this period of 4 years.¹

- The following countries have witnessed an overall increase from 2014 to 2017 in absolute numbers:
  - Bangladesh, Iraq and Oman tourist arrivals on medical purpose are increasing over the four years
  - Bangladesh alone constitutes about 45% of total foreign tourist arrivals to India on medical visa in 2017
  - In Maldives and Yemen, there was a decrease in arrivals from 2014 to 2015 but there is an increase over the recent years

- India is one of the major destination countries for various treatments. According to the Export Services Report (2016-17), India has patients coming from various countries for seeking treatments including curative, wellness and alternative medicine. The value of export of health services by all treatments during 2015-16 in India is recorded at US$ 0.8 million. The highest values are observed in treatments related to Orthopaedics, Cardiology, and Oncology.²

¹ India Tourism Statistics, 2014-17, Government of India, Ministry of Tourism Market Research division
NUMBER OF NON-RESIDENTS AVAILING TREATMENT IN INDIA, 2015-16

<table>
<thead>
<tr>
<th>Specialization</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeopathy</td>
<td>8</td>
</tr>
<tr>
<td>Yoga</td>
<td>157</td>
</tr>
<tr>
<td>Paediatric surgery</td>
<td>1,113</td>
</tr>
<tr>
<td>Naturopathy</td>
<td>1,658</td>
</tr>
<tr>
<td>Plastic and reconstructive surgery</td>
<td>2,162</td>
</tr>
<tr>
<td>Haematology</td>
<td>2,261</td>
</tr>
<tr>
<td>Gynaecology</td>
<td>3,331</td>
</tr>
<tr>
<td>Paediatrics</td>
<td>4,751</td>
</tr>
<tr>
<td>Dentistry</td>
<td>4,874</td>
</tr>
<tr>
<td>Respiratory medicine</td>
<td>7,622</td>
</tr>
<tr>
<td>Endocrinology and Diabetology</td>
<td>8,054</td>
</tr>
<tr>
<td>Nephrology</td>
<td>9,563</td>
</tr>
<tr>
<td>Dermatology</td>
<td>10,003</td>
</tr>
<tr>
<td>General and laparoscopic surgery</td>
<td>10,381</td>
</tr>
<tr>
<td>ENT</td>
<td>10,850</td>
</tr>
<tr>
<td>Urology</td>
<td>12,513</td>
</tr>
<tr>
<td>Cardiology</td>
<td>16,927</td>
</tr>
<tr>
<td>Gastroenterology</td>
<td>17,342</td>
</tr>
<tr>
<td>Neurology</td>
<td>18,077</td>
</tr>
<tr>
<td>Surgical Gastroenterology</td>
<td>20,812</td>
</tr>
<tr>
<td>Ayurveda</td>
<td>23,091</td>
</tr>
<tr>
<td>Oncology</td>
<td>26,390</td>
</tr>
<tr>
<td>General medicine</td>
<td>28,717</td>
</tr>
<tr>
<td>Orthopaedics</td>
<td>30,932</td>
</tr>
<tr>
<td>Ophthalmology</td>
<td>38,571</td>
</tr>
</tbody>
</table>

Source: Ministry of Commerce and Industry, Government of India, 2015-16

- The top treatments for which foreign patients avail health services in India include Ophthalmology, Orthopaedics, General medicine, Oncology, Neurology, Gastroenterology and Cardiology in the decreasing order of number of patients.
- Patients coming for curative treatments constitutes 79% percentage of arrivals and 5% arrivals are for Ayurveda, Homeopathy, Naturopathy and Yoga while the rest is in others category.

INDIA AS MVT DESTINATION
- JCI Accredited Hospitals - 38
- NABH Accredited Hospitals - 578
- NABH Accredited Ayush Hospitals - 62

EMERGING AREAS FOR ACCELERATED GROWTH OF MVT IN INDIA

Following areas emerged, based on discussion with industry experts and comparative analysis carried out among leading MVT destinations, for establishing India as the preferred MVT destination.

- **BRAND INDIA**
  Position India as a tourist friendly destination

- **SELF REGULATION**
  Adopt best business practices related to medical facilitation, pricing of procedures, clinical outcomes etc.

- **MEDICAL VISA**
  Ensure efficient visa issuance process

- **FACILITATION**
  Regulate medical facilitators for improved patient experience

- **POST OP**
  Improve services related to post op care like physiotherapy for faster recovery and superior outcomes

- **HOSPITAL AMBIENCE**
  Build State of the art hospital infrastructure to provide world class patient experience

- **LEGAL SUPPORT**
  Ensure faster redressal of patient grievances in case of suboptimal care

- **BARRIERS**
  Address barriers around food and language by developing resources like translators, chefs (International cuisines)

- **WELLNESS HUBS**
  Develop popular tourist destinations beyond metro as wellness hubs

- **PHYSICAL CONNECTIVITY**
  Improve transport infrastructure like roads, railways, airport connectivity etc.
**SALIENT FEATURES**

- The fifth 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
- Patient Experience Talk, Celebrity Health Talk
- 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

**BENEFITS OF B2B MEETINGS**

- **SELECT WHO YOU WOULD LIKE TO MEET**
- **PRESENT YOUR PRODUCTS / SERVICES IN A PRIVATE ENVIRONMENT**
- **NETWORK FACE TO FACE WITH KEY STAKEHOLDERS**
- **BUILD RELATIONSHIP WITH POTENTIAL BUSINESS PARTNERS**
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 Journalists
- Medical Tourism Organizations
- International Medical Associations
- Fitness Centres
- Clubs
- Clinics
- Investors

ADVANTAGE HEALTH CARE INDIA 2018 - HIGHLIGHTS
- 183 TOTAL EXHIBITORS
- 71 COUNTRIES
- 45+ SPEAKERS
- 515 FOREIGN HOSTED BUYERS
- 5000+ BUSINESS VISITORS
- 13,321 B2B MEETINGS

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HOSTED DELEGATIONS FROM THE FOLLOWING FOCUS COUNTRIES

Afghanistan, Algeria, Armenia, Azerbaijan, Bahrain, Bangladesh, Belarus, Benin, Bhutan, Botswana, Brunei Darussalam, Burkina Faso, Burundi, Cambodia, Cameroon, Canada, Chad, China, Cyprus, D. R. of Congo, Egypt, Ethiopia, Fiji, Gabon, Gambia, Georgia, Ghana, Guinea, Indonesia, Iran, Iraq, Israel, Ivory Coast, Kazakhstan, Kenya, Kuwait, Kyrgyz Republic, Laos, Lebanon, Lesotho, Liberia, Libya, Madagascar, Malawi, Maldives, Mali, Mauritius, Moldova, Mongolia, Morocco, Mozambique, Myanmar, Nepal, Niger, Nigeria, Oman, Papua New Guinea, Phillipines, Republic of Congo, Qatar, Russia, Rwanda, Saudi Arabia, Senegal, Seychelles, South Sudan, Sri Lanka, Sudan, Tajikistan, Tanzania, Togo, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United Kingdom, USA, Uzbekistan, Vietnam, Yemen, Zambia, Zimbabwe

HOSTED DELEGATION COMPOSITION OF FOCUS COUNTRIES

• CEOs of leading private hospitals
• Presidents of medical associations
• Heads of Government hospitals
• Government officials from Ministry of Health who approve cases for medical travel abroad
• Medical insurance company officials
• Medical travel facilitators
• Medical trade journalists
• Medical devices dealers / importers
• Insurance TPAs
• Wellness Tour Operators
• Wellness Travel Agents
• Wellness Media Journalists
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)
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.

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 materials, research and development and awareness generation about the efficacy of the system, domestically and internationally.

MINISTRY OF FOREIGN AFFAIRS, GOVERNMENT OF INDIA
The Ministry of External Affairs (abbreviated as MEA) is responsible for the conduct of India's relations with foreign countries. The Ministry is also 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.

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.

EEPC
EEPC India is the premier trade and investment promotion organization in India. It is sponsored by the Ministry of Commerce & Industry, Government of India and caters to the Indian engineering sector. As an advisory body it actively contributes to the policies of Government of India and acts as an interface between the engineering industry and the Government.

STRATEGIC ORGANISATION

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 accrediting the accreditors hence making NABH accreditation at par with the world's leading hospital accreditations.
## PARTICIPATION FEE

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Standard Booth</th>
<th>9 sq.m.</th>
<th>INR 1,50,000/-</th>
<th>US$ 3000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Fascia Name, two chairs, one table, carpet, 3 spot lights, dustbin &amp; 5 amp socket)</td>
<td></td>
<td>*Taxes as applicable</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Conference</th>
<th>Delegate Fee</th>
<th>INR 10,000/- per Person</th>
<th>US$ 200</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>*Taxes as applicable</td>
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**Contact:**

Federation of Indian Chambers of Commerce and Industry  
**Ishan Pandita**, Deputy Director  
**Deepak Pawar**, Research Associate  
Federation House, Tansen Marg, New Delhi - 110 001  
Mobile: +91 9811098341  
E-mail: deepak.pawar@ficci.com

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