



# ONE EARTH • ONE HEALTH

## ADVANTAGE HEALTH CARE-INDIA 2023

26<sup>th</sup> - 27<sup>th</sup> April, 2023  
Pragati Maidan, New Delhi



# POST SHOW REPORT



[www.ahcindia.in](http://www.ahcindia.in)

# EVENT OVERVIEW

One Earth One Health (6<sup>th</sup> edition of Advantage Healthcare India) recently concluded with a “qualitative and quantitative success”. Organised by **Ministry of Health and Family Welfare in collaboration with FICCI**, Advantage Healthcare India has strengthened its position as the biggest and unique platform for the medical value travel in the world. Attendees were delighted to see such a global presence with over 500 hosted foreign delegates from 73 countries from the regions of Middle East, Africa, CIS and SAARC regions and 127 exhibitors. The industry leaders involved in the medical value travel industry gathered for the 2023 edition at Pragati Maidan, New Delhi for an exhibition, intense conference programme and networking.

This year **Ministry of Health and Family Welfare, Govt. of India** has co-branded the event with Indian G20 Presidency to showcase partnership opportunities in health sector with focus on integrated healthcare. The theme of the Conference has been aligned with Indian G20 presidency theme.

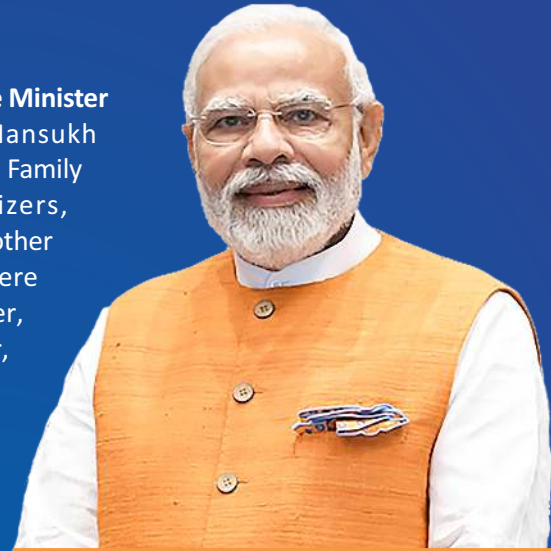
Reflections on the event from participants were positive throughout, with great feedback on the quality and mix of expert insights and the many opportunities to meet the industry peers. The event again confirmed its position as a unique must-attend event for professionals in this sector.

The event featured an **Exhibition, Conference, Regional Forums, B2B Meetings, FICCI Industry MVT Awards**.



# INAUGURATION

The event was inaugurated by the **Hon'ble Prime Minister of India, Shri Narendra Modi** and Dr. Mansukh Mandaviya, Hon'ble Union Minister of Health & Family Welfare and Minister of Chemical & Fertilizers, Government of India, also graced the occasion. The other dignitaries present in the Inaugural session were Shri. Prem Singh Tamang, Hon'ble Chief Minister, Sikkim, Prof. Dr Manik Saha, Hon'ble Chief Minister, Tripura, Dr. VK Paul, Member, NITI Aayog, Govt. of India, Shri Lav Aggarwal, Additional Secretary, Ministry of Health and Family Welfare, Government of India and Dr. Sangita Reddy, Past President - FICCI and Joint Managing Director, Apollo Hospitals.



The event also saw the presence of the Tourism and Health Ministers of various states and Diplomats and senior officers of Foreign Missions in India also attended the event.

Dr. Mansukh Mandaviya also released the FICCI-EY Knowledge Paper on **Healthcare Beyond Boundaries**, which is a comprehensive paper that provides valuable insights into the medical value travel sector in India. The report highlights the areas where we have made significant progress and points out the areas where we need to focus our efforts to improve healthcare outcomes for global citizens.

The Inaugural session was followed by a Workshop conducted by Ministry of Health and Family Welfare on '**One Earth, One Health**' - **Potential for Partnerships**.



# INAUGURATION



# STATISTICS 2023



**ADVANTAGE  
HEALTH CARE  
INDIA 2023**

**ONE EARTH  
ONE HEALTH**





# EXHIBITION

The exhibition, held over the two days, showcased the best services provided by Indian hospitals & healthcare centres, AYUSH hospitals, medical value travel facilitators, and healthcare startups. The exhibition witnessed a total of 127 participating companies including the leading hospital chains like **Apollo Hospitals group**, **Max Healthcare**, **Fortis Healthcare**, **Medanta Hospitals**, **Artemis Hospitals**, **Manipal Hospitals**, **CK Birla hospitals**, **Amrita Hospitals**, **Shalby Hospitals**, **Wockhardt Hospitals** and many more. Thematic pavilions were also showcased by the Ministry of Health and Family Welfare and Ministry of AYUSH, Govt. of India.



# EXHIBITION



# CEOs ROUNDTABLE SESSION

## Medical Value Travel in India - The National Roadmap

Over 40 CEOs from the leading hospitals, healthcare centres, medical facilitators and senior government officials attended the CEO Roundtable Session. The session was chaired by Shri. Lav Aggarwal, Additional Secretary, Ministry of Health and Family Welfare, Govt. of India. Various issues and opportunities related to MVT Sector were discussed during the session.

### Key Outcomes - CEOs Roundtable

- National Medical Tourism Policy to be created by FICCI along with Invest India & EY
- Formulation of National MVT Council with 3 meetings per year
- Creation of a WhatsApp group with the industry members to facilitate discussions





# INTERNATIONAL CONFERENCE



The complete two-day conference program had 14 technical sessions including the Inaugural session. All the sessions were well attended by international as well as national delegates comprising of government officials, representatives of the hospitals, hosted foreign buyers medical facilitators, representatives of the start-ups etc.

## Regional Roundtable and Feedback Sessions - Focus on partnerships and collaboration

- a) Rebuilding Medical Value Travel Amid the Pandemic (Gulf Regions)
- b) Collaborating for a Healthier Tomorrow through Government Intervention (CIS Regions)
- c) Making Medical Travel into a Borderless Industry (ASEAN+SAARC Regions)
- d) Accelerating Healthcare Workforce Mobility Across Borders (African Regions)

## Patient Journey and Satisfaction: Success Stories of MVT in India

Case reports were presented by the doctors of five leading hospitals. The international patients were invited for this session to share their experiences and thoughts on being treated in India.

## THEMATIC SESSIONS

- Overcoming the Global Shortage of Healthcare Professionals
- Start-up Ecosystem & MVT Facilitators - Catalysts of Growth
- A Paradigm Shift in Healthcare Through Technology: Leading the Way in Future for Medical Value Travel
- AYUSH - The 'Value' Addition in Medical Value Travel
- Facilitating Medical Value Travel through Cross Border Insurance





# REVERSE BUYER-SELLER MEET



The event featured a Reverse Buyer-Seller Meet and more than **503 hosted foreign delegates** from over 73 countries from the regions like Middle East, Africa, CIS and SAARC regions participated to develop strategic partnerships in the medical and holistic healthcare sector.



## B2B MEETINGS

The two-day program also facilitated over **9,444 business-to-business (B2B) meetings**, providing ample opportunities for industry professionals to connect, collaborate and explore potential partnerships.

Participants expressed their positive reflections on the event, commending the quality of expert insights and the valuable networking opportunities. One Earth One Health (6<sup>th</sup> edition of Advantage Healthcare India) solidified its position as a premier event for professionals in the healthcare sector, reinforcing its role in promoting integrated healthcare and medical value travel.



# FICCI MEDICAL VALUE TRAVEL AWARDS 2023



FICCI Medical Value Travel Awards 2023 ceremony was organised on the side-lines of the event on 26th April at The Ashok, New Delhi to recognize the initiatives and services offered by the organizations in promoting India as a premier medical value travel destination. The Health Ministry of India also received the distinguished ITB Berlin (Internationale Tourismus-Börse) Medical Tourism Awards 2023 during the ceremony.

The ceremony was graced by Dr. (Col.) Dhani Ram Shandil, Health and Family Welfare Minister, Himachal Pradesh; Shri Prabhuram Chaudhary, Hon'ble Health Minister of Madhya Pradesh; Mr. Sudhanshu Pandey, Jury Chair, FICCI MVT AWARDS and Election Commissioner, Union Territories; Shri. Lav Aggarwal, Additional Secretary, Ministry of Health and Family Welfare, Government of India; Shri. S Gopalakrishnan, Additional Secretary, Ministry of Health and Family Welfare, Government of India; Dr. Ashutosh Raghuvanshi, Chair FICCI MVT and MD & CEO, Fortis Healthcare; Dr. Narottam Puri, Advisor FICCI MVT, Advisor - Medical, Fortis Healthcare.



# MEMORANDUM OF UNDERSTANDING (MOU)



The signing of over **300 Memorandum of Understanding (MoUs)** between Indian private hospitals & healthcare centers, and foreign healthcare organisation was the key highlight of the Summit.



# HOSPITAL VISITS

The planned visit of foreign ministers and foreign delegates to the leading hospitals of Delhi-NCR was organised on the last of the event.



# LEADERS SPEAK



**Shri Narendra Modi**  
Hon'ble Prime Minister, India



**Shri Manik Saha**  
Hon'ble Chief Minister, Tripura



**Dr. Mansukh Mandaviya**  
Minister for Health & Family Welfare  
and Minister for Chemicals & Fertilizers



**Mr. Zahid Maleque**  
Minister of Health & Family  
Welfare, Bangladesh



**Shri Prem Singh Tamang**  
Hon'ble Chief Minister, Sikkim



**Ms. Anahit Avanesyan**  
Minister of Health, Armenia



**Shri Vaidya Rajesh Kotecha**  
Secretary, Ministry of AYUSH, Govt. of India



# INDUSTRY SPEAKS



**Dr. Sangita Reddy**

Past President FICCI; Joint Managing Director,  
Apollo Hospitals Group



**Dr. Ashutosh Raghuvanshi**

Managing Director & CEO, Fortis Healthcare



**Dr. Raajiv Singhal**

Managing Director & CEO,  
Marengo Asia Healthcare



**Ms. Ivana Kolar**

Director of European Healthcare



**Dr Sanjeev Singh**

Medical Director, Amrita Institute of  
Medical Sciences



**Prof. B.N. Gangadhar**

President, Medical Assessment and  
Ratings Board, National Medical Commission



# THANK YOU PARTNERS



**Marengo Asia  
Hospitals**



Embrace Good Health



**ARTEMIS  
HOSPITALS**  
OUR SPECIALITY IS YOU



Lavanya Medicare Solutions Pvt. Ltd.



Sur. Hiranandani Hospital, Mumbai





# PRESS COVERAGE



70 वर्षों के प्रतिनिधियों जीवनशैली से जुड़ी चुनौतियों का सामना करने के लिए स्वास्थ्य सेवाओं को बेहतर बनाने की आवश्यकता है।

## THE TIMES OF INDIA

NEW DELHI, Thursday, April 27, 2023 (Page 14)  
PM calls for inclusive global response to healthcare challenges

PM Modi on Wednesday called for an integrated, inclusive and institutional global response to healthcare challenges, addressing the Covid-pandemic has shown that borders cannot stop threats to health in a deeply-connected world.

## मोदी 70 देशों के प्रतिनिधियों को बताएंगे भारत का विजन

नई दिल्ली। एक माहगरी समृद्ध देशों की व्यवस्था को ध्वस्त करने की क्षमता रखती है। इसका अनुभव कोरोना काल में पूरी दुनिया ने किया है। खाद्य इंसाइलर स्वास्थ्य के क्षेत्र में सभी देशों का ध्यान अपनी ओर खींचा है। भारत ने हेल्थकेयर के साथ वेलेनेस पर जोर देते हुए पूरी दुनिया के सामने वन अर्थ वन हेल्थ का विजन भी रखा है, जिस लेकर प्रधानमंत्री नरेंद्र मोदी बीते चार माहों में तीसरी बार इस पर चर्चा करने जा रहे हैं। इस बार देश के इस विजन के बारे में दुनिया के 10 देशों के स्वास्थ्य मंत्री और 70 देशों के 500 प्रतिनिधि भी शामिल होंगे।

वन अर्थ-वन हेल्थ

चार माहों में तीसरी बार इस विषय पर चर्चा करने प्रधानमंत्री



### आज व कल आगामी नीतियों पर होगी चर्चा

26 और 27 अप्रैल को होने वाले इस कार्यक्रम में वीडियो कॉन्फ्रेंसिंग के माध्यम से वैश्व वन अर्थ-वन हेल्थ के विजन को लेकर भारत की आगामी नीतियों पर चर्चा करेंगे। इससे पहले प्रारंभ में दिसंबर 2022 में मोबा में आयोजित 10वें अंतरराष्ट्रीय आर्क्यूटेड सम्मेलन और बीते छह माहों को पोस्ट सजट वेबिनार में चर्चा की थी। अब तक की चर्चा में मोदी ने अत्युत्कृष्ट एलेक्ट्रो, कार्म और अनुसंधान केंद्रों को मिलकर वन अर्थ-वन हेल्थ पर काम करने की सलाह दी है।

## hindustantimes

NEW DELHI, Thursday, April 27, 2023 (Page 15)

### India has the courage to undertake new initiatives amid various challenges: PM

Prime Minister Narendra Modi on Wednesday called for an integrated, inclusive and institutional global response to healthcare challenges, addressing the Covid-pandemic has shown that borders cannot stop threats to health in a deeply-connected world.

## millennium post

NEW DELHI, Thursday, April 27, 2023 (Page 04)

### PM Modi calls for integrated global response to tackle healthcare issues

The goal is to make healthcare accessible and affordable for the whole world, says Modi.

## The Statesman

NEW DELHI, Thursday, April 27, 2023 (Page 02)

### PM to inaugurate Advantage Healthcare India today

Prime Minister Narendra Modi on Wednesday called for an integrated, inclusive and institutional global response to healthcare challenges, addressing the Covid-pandemic has shown that borders cannot stop threats to health in a deeply-connected world.

## अमर उजाला

NEW DELHI, Thursday, April 27, 2023 (Page 13)

### घौरेन बोले दुनिया को किण्वणनी स्वास्थ्य सेवाएं देना 195-य

Prime Minister Narendra Modi on Wednesday called for an integrated, inclusive and institutional global response to healthcare challenges, addressing the Covid-pandemic has shown that borders cannot stop threats to health in a deeply-connected world.

## the pioneer

NEW DELHI, Thursday, April 27, 2023 (Page 02)

### 'Let's make healthcare service, not commerce'

Prime Minister Narendra Modi on Wednesday called for an integrated, inclusive and institutional global response to healthcare challenges, addressing the Covid-pandemic has shown that borders cannot stop threats to health in a deeply-connected world.

## THE ECHO OF INDIA

KOLKATA, Thursday, April 27, 2023 (Page 03)

### Golay welcomes people to visit Sikkim



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## THE HINDU

NEW DELHI, Thursday, April 27, 2023 (Page 13)

### India intends to make healthcare affordable for whole world Modi

Prime Minister Narendra Modi on Wednesday called for an integrated, inclusive and institutional global response to healthcare challenges, addressing the Covid-pandemic has shown that borders cannot stop threats to health in a deeply-connected world.

## THE ASIAN AGE

NEW DELHI, Thursday, April 27, 2023 (Page 02)

### PM VIRTUALLY OPENS ADVANTAGE HEALTHCARE INDIA

AGE COMMENTARY

NEW DELHI, APRIL 26

Prime Minister Narendra Modi on Wednesday inaugurated a two-day 600 addition of Advantage Healthcare India (AHI) 2023, a G-20 co-branded event of 'One Earth, One Health, One Future' through a video message.

## The Indian EXPRESS

NEW DELHI, Thursday, April 27, 2023 (Page 07)

### Focus on medical travel, 2-day health conference begins today

ANANDIAJIT NEW DELHI, APRIL 26 A two-day international conference on medical travel and health care is kicking off in New Delhi today, focusing on the health care needs of the world's population.

There is a growing demand for health care services and products across the world, and India is well-positioned to meet this demand.

## PM calls to healthcare challenges

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**SEE YOU  
AGAIN**

**AT**



**ADVANTAGE  
HEALTH CARE-INDIA 2023**

7<sup>th</sup> International Summit on Medical Value Travel

17<sup>th</sup> - 19<sup>th</sup> August 2023

Gandhinagar, Gujarat



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