



Ministry of Commerce & Industry
Government of India



ADVANTAGE
HEALTH CARE-INDIA 2015

International Summit on Medical Value Travel

October 5th - 7th, 2015
Pragati Maidan, New Delhi, India



POST
SHOW
REPORT

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ADVANTAGE HEALTHCARE INDIA 2015

An International Summit on Medical Value Travel was a joint initiative of the 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 held from 5th to 7th October, 2015 at Hall No. 7, Pragati Maidan, New Delhi, India. The event was supported by the Ministry of Health & Family Welfare, Ministry of AYUSH, Ministry of External Affairs, Ministry of Tourism and NABH.

Advantage Health Care - India 2015 brought together stakeholders from 65 countries and was first such initiative in the Indian subcontinent. The Summit created an opportunity to interact, network and collaborate through the hosted buyer's program, the exhibition, the conference, knowledge sharing sessions, regional forums and various visits to some of the world class hospitals in Delhi and NCR.

INAUGURATION

The Event was inaugurated by **Ms. Rita A. Teotia**, Secretary, Department of Commerce, Ministry of Commerce & Industry, GoI, **Mr. B.P. Sharma**, Secretary, Ministry of Health & Family Welfare, GoI and **Mr. Vinod Zutshi**, Secretary, Ministry of Tourism, GoI.



EXHIBITION

Exhibition of Advantage Healthcare - India 2015 was held in Hall No. 7 A, B, C, D, F & G at Pragati Maidan, New Delhi. Total no. of exhibitors was 150. The Exhibition was sponsored by 26 companies which included major hospital chains like Apollo Hospitals, Fortis Healthcare, Max Hospitals, Medanta - The Medicity, Narayana Health, Columbia Asia etc. Government of Gujarat was the partner state. Apart from that, Kerala Tourism and Andhra Pradesh tourism also participated in the exhibition. There was presence of Ministry of AYUSH and Ministry of Tourism, Government of India through dedicated

pavilions to showcase the strength towards medical tourism sector. PSUs like CDOT, CDAC, ALIMCO, Air India etc. also participated in the exhibition.

The participating exhibitors were from Private Hospitals, Medical Equipment Manufacturers, Healthcare Infrastructure Developers, Artificial Limb Manufacturers, Tele-Medicine Organisations, Medical Facilitators, Medical Tour & Travel Operators, Airline Companies, Publications & Media etc.



HOSTED DELEGATIONS



509 Hosted Foreign Delegates from 57 countries of Africa, CIS countries, Developing Asia and Middle East attended the Event. The composition of Hosted Foreign delegation was as follows:

- i) CEOs of leading private hospitals
- ii) Presidents of medical associations
- iii) Heads of Government hospitals
- iv) Government officials of Ministry of Health who approve cases for medical travel abroad
- v) Medical insurance company officials
- vi) Medical travel facilitators
- vii) Medical trade journalists

As part of the extended Advantage Health Care - India Programme, a delegation of 60 delegates were taken to Ahmedabad on the invitation of the Government of Gujarat.





CONFERENCE

The conference was inaugurated by Ms. Rita A. Teatota, Secretary, Department of Commerce, Ministry of Commerce & Industry, GoI, Mr. B.P. Sharma, Secretary, Ministry of Health & Family Welfare, GoI and Mr. Vinod Zutshi, Secretary, Ministry of Tourism, GoI.

Ms. Teatota, in her Keynote Address, said that with the capacity to deliver quality health services at an affordable price, India is emerging as a favorable healthcare destination. Also, alternative medicines like ayurveda and naturopathy, which constitute an important healthcare segment, being easily accessible make India's healthcare services holistic.

Mr. Sharma said that the government recognizes the need to strengthen the regulatory framework of healthcare sector. Hence, reforms in the existing medical legislations and new legislation would be introduced soon for allied health services, which were emerging at a rapid pace.

While Mr. Zutshi said that the new proposed Tourism Policy 2015 lays emphasis on medical tourism and would allow the sector to grow. Also, the National Medical and Wellness Tourism Promotion Board would help in promoting the sector and also become an engine of growth for Indian economy and generate employment opportunities.



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Other dignitaries who addressed the Inaugural Session were Mr. Vivek Nair, Vice Chairman, SEPC and Chairman & MD, Hotel Leela Venture; Mr. Sudhanshu Pandey, Joint Secretary, Department of Commerce, Ministry of Commerce & Industry, GoI; Ms. Sangita Reddy, Chairperson, FICCI AP State Council and FICCI National Services Council; Joint MD, Apollo Hospitals Group; Mr. Bhavdeep Singh, CEO, Fortis Healthcare; Dr. Azad Moopen, Chairman and Managing Director, Aster DM Healthcare; Mr. Abhay Soi, Chairperson, FICCI Working Group on Medical Value Travel and CMD, Radiant Life Care Pvt. Ltd. and Dr. Narottam Puri, Advisor, FICCI Health Services; Board Member & Ex-Chairman, NABH and Advisor-Medical, Fortis Healthcare Ltd.

The conference also had a plenary session on each day. The **first Plenary, titled 'Advantage India! Opportunities and Overview of Indian Healthcare'**, was chaired by Mr. Sudhanshu Pandey and showcased the various opportunities that India offers to the world in terms of medical value travel. Moderated by Dr. Narottam Puri, the session had eminent speakers from some of the renowned hospitals in India viz. Dr. Nandakumar Jairam, Chairman, NABH; Chair, FICCI Health Services Committee and Chairman & Group Medical Director, Columbia Asia Hospitals India; Mr. Raj Gore, Vice President - Operations,

Fortis Healthcare; Dr. Harish Pillai, CEO, Aster Medcity & Cluster Head - Kerala, Aster DM Healthcare; Dr. Manisha Bobade, CEO & Managing Director, Jehangir Hospital, Pune; Mr. Anas Wajid, Director - Sales & Marketing, Max Healthcare and Mr. Naresh Kapoor, Director, BLK Super Speciality Hospital.



The **second Plenary, 'Innovations in Indian Healthcare'**, was chaired and moderated by Ms. Sangita Reddy and focussed on various emerging innovative technologies being used in the delivery of healthcare services in India. The panelists of the session included Mr. Vipin Tyagi, Executive Director, C-DOT; Dr. S. Khanna, President of Dharamshila Cancer Foundation and Research Centre; Mentor & Founder, Dharamshila Hospital and Research Centre; Dr. Sanjeev Chaudhry, Managing Director, SRL Ltd; Dr. Shyam Vasudev Rao, President, Forus Health; Maj Gen (Dr.) S.C. Pareek, Medical Director, BMCHRC, Jaipur and Dr. Mradul Kaushik, Director - Operations & Planning, BLK Super Specialty Hospital.

speakers deliberated on the potential of India's AYUSH system of medicine for patients from overseas. **Shri. Shripad Yesso Naik**, Hon'ble Minister of State (Independent Charge), Ministry of AYUSH, GoI delivered the Keynote Address and assured the support of the Ministry for collaborative activities with the interested countries and healthcare providers. The session was moderated by Mr. Jitendra Sharma, Joint Secretary, Ministry of AYUSH, GoI with other panelists being Prof Rais-ur-Rahman, Advisor (Unani), Ministry of AYUSH, GoI; Dr. K.S. Dhiman, Director General, CCRAS; Dr. Rajiv Vasudevan, CEO, Ayurved Hospitals, Bangalore and Mr. Sandeep Ahuja, Chairman, FICCI Wellness Committee and MD & Group CEO, VLCC Health Care Ltd.

The **closing Plenary** on the 3rd day was dedicated to **AYUSH and Wellness** and



RELEASE OF WHITE PAPER TITLED 'ADVANTAGE INDIA: HEALTHCARE STARTS HERE'

A joint paper by FICCI and Feedback Business Consulting, titled '**Advantage India: Healthcare Starts Here**', was released during the conference. The Paper evaluates the progress of the sector in recent years in India as well as some of the other key medical value travel destinations. It further assesses the scope of the sector as an important driver of the economy for India.

KNOWLEDGE SHARING PROGRAM

One of the significant features of the Summit was the Knowledge Sharing Program where internationally renowned Indian doctors delivered lectures on various important subjects viz. Cardiology, Oncology, Orthopaedics, Neuro & Spine, Liver Transplant and IVF. The lectures highlighted the new trends and approaches as well as the recent advancements in technologies being used in India for these medical specialities. Such sessions act as support systems that help the medical fraternity to continuously improve their practice as well as patient care methods.



REGIONAL FORUMS

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Another key feature of the Summit was the Regional Forums - a platform for focused discussions on 'Opportunities for Collaboration' between the stakeholders and representatives of India and the respective regions i.e. Africa, Middle East, SAARC, Developing Asia and CIS.

The discussions in the Regional Forums focused on the challenges being faced by the hospitals and other stakeholders of the sector and the solutions as well as opportunities for collaboration between the two regions. The panelists discussed about collaborations in areas like skill training, use of technology, hospital infrastructure as well as quality of services. They also highlighted various recommendations for the respective governments, i.e. the steps that the governments should take to enable us to collaborate in a more meaningful manner.



B2B MEETINGS

More than 600 structured B2B Meetings were organised between Exhibitors and Hosted Delegates during the Event.



CEOs ROUND TABLE

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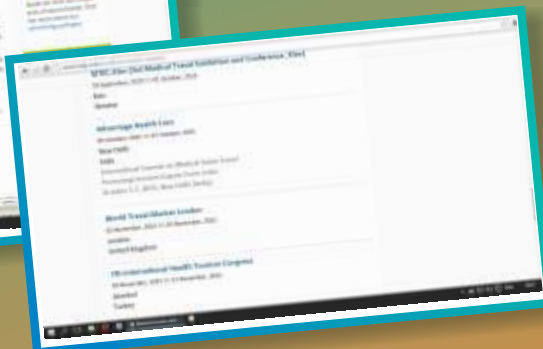
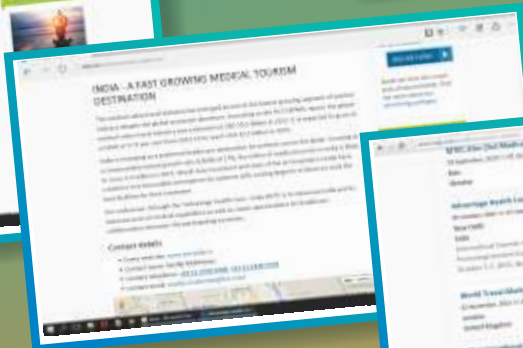
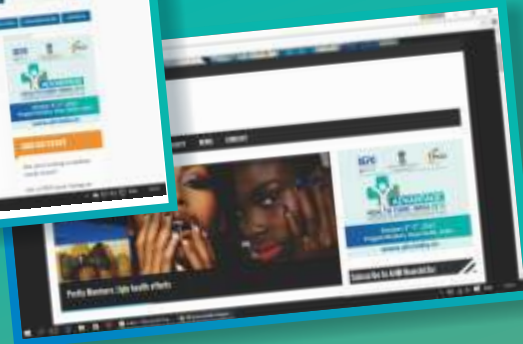
CEOs Roundtable meet was organised during AHCI 2015 at Hotel Ashok, New Delhi. The event was chaired by Ms. Rita A. Teotia, Secretary, Department of Commerce and was attended by 40 CEOs of various leading Hospitals and Healthcare organisations.



NETWORKING EVENTS



ADVANTAGE HEALTH CARE INDIA 2015 INTERNATIONAL PROMOTIONS





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3rd - 5th October, 2016

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