

PROMOTING HEALTHCARE SERVICES EXPORTS FROM INDIA



ADVANTAGE
HEALTH CARE - INDIA 2018

4th International Summit on Medical Value Travel
4 - 6 December, 2018
India Expo Centre and Mart,
Greater Noida (NCR), India



POST SHOW REPORT



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HEALTH CARE - INDIA 2018

4th International Summit on Medical Value Travel

The Fourth edition of AHCI was held from 4-6 December, 2018 at India Expo Centre and Mart, Greater Noida (NCR). 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 Services Export Promotion Council (SEPC). The event was supported by Engineering Export Promotion Council (EEPC) and National Accreditation Board for Hospitals & 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 2018, an International Summit on Medical Value Travel was organized in India for promoting services exports from India which brought together stakeholders from more than 69 countries. The summit presented an opportunity to interact, network and collaborate through the hosted buyers program, the exhibition, the conference along with CEO's roundtable as well as the visits to some of world class Hospitals, Ayurvedic and Wellness centres in Delhi, NCR and Mumbai.

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INAUGURATION

The event was inaugurated by Mr. Sudhanshu Pandey, Additional Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India in the presence of Dr. Shohani Ramzi, Head International Relation, Health Ministry of Iraq, and attended by senior officers from Ministry of Commerce and other participating Ministries and also attended by more than 500 delegates from 69 countries. Diplomats and senior officers of Foreign Missions in India also attended the inaugural function.



INAUGURATION OF EXHIBITION

An exclusive exhibition of AHCI 2018 was held at Hall No. 2 and Hall No. 4 of India Expo Centre and Mart, Greater Noida. The exhibition witnessed the participation from more than 180 hospitals and healthcare providers. The exhibition, proved to be a great platform to showcase India's offerings and expertise in healthcare sector including Hospitals, Healthcare centres, AYUSH hospitals, Educational institutions (Medical colleges, Nursing colleges, Pharma colleges & AYUSH colleges), Medical Devices and associated infrastructure - Medical tourism facilitators, Hotels, Airlines, Tour and travel companies and TPAs.

The exhibition received overwhelming response from the Industry with participation from all major Hospitals and Hospital chains like Apollo Hospitals, Fortis Healthcare, Radiant Lifecare Private Limited, Narayana Healthcare, Artemis Hospitals, Jaypee Hospital, Aster DM healthcare etc.

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



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EXHIBITION



EXHIBITION





KNOWLEDGE PAPER RELEASE

The summit also witnessed launch of the Knowledge Paper titled '**India: Innovating, transforming and defining Medical Value Travel**', at the fourth International Summit on Medical Value Travel (MVT) - Advantage Healthcare India (AHCI 2018). 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.

Recent visa regulations like e-FRRO, accreditation of MVT facilitators and e-medical visa for attendants are some of the welcome steps. Planned outreach to emerging destinations, focus on alternative medicine & wellness, and recognition to MVT as an organised sector are certain proactive steps which would help India to sustain as a major destination for MVT.

The FICCI - EY Knowledge Paper was commissioned in order to analyse global MVT market, top world MVT competitors, develop comparisons with India and infer target destinations for MVT sector. Broadly, the knowledge paper covered an analysis based on global market scenario and source country spending wherein emphasis was on assessment of the global MVT market, disease burden analysis and country wise expenditure. The report focussed on comparing primary MVT destinations and their costs with respect to the US healthcare costs.

The report also included source country disease profiling based on highlighting key developments and initiatives that are taking place in the healthcare sector in six focus countries, one from each of the top MVT regions. A section on mapping issues and challenges faced by service provider, detailed the challenges and issues that are faced by service providers in India and further recommendations based on analysis and stakeholder consultation were presented in the paper. 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.



CEO's ROUND TABLE

An Indian CEO's roundtable was organized during the event which was chaired by **Mr. Sudhanshu Pandey**, Additional 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. Various issues and opportunities related to MVT Sector were discussed during the event.



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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 conference included sessions on key areas of the MVT sector ranging from the importance of advancing technology and novel strategies for the Indian MVT industry, showcasing clinical excellence and state of the art expertise of Doctors and facilities of Hospitals in providing treatment for various specialities procedures and, Case Studies with patient's own experience sharing on the treatment received and aftercare facilities of Indian healthcare system. A dedicated session on Indian AYUSH systems and on importance of Accreditation for Medical facilitators were also a big highlight for the conference.

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.



B2B MEETINGS

More than 12,000 B2B meetings were organized 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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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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HOSTED FOREIGN DELEGATES

There were more than 500+ delegates from over 69 countries.



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5th International Summit on Medical Value Travel

13 - 15 November, 2019

India Expo Centre and Mart,
Greater Noida (NCR), India

