



Department of Commerce  
Ministry of Commerce and Industry  
Government of India



**PROMOTING HEALTHCARE  
SERVICES EXPORTS FROM INDIA**



**ADVANTAGE  
HEALTH CARE - INDIA 2019**

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

**13 - 15 November, 2019**  
India Expo Centre and Mart,  
Greater Noida (NCR), India



**POST SHOW  
REPORT**

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**ADVANTAGE**  
**HEALTH CARE - INDIA 2019**

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

**A**dvantage Health Care India (AHCI) 2019 was organized as an international summit on Medical Value Travel (MVT) with the aim of promoting healthcare services exports from India. The focus of the summit was to exhibit India and its potential as 'provider of medical healthcare' to the world.

AHCI 2019 was an initiative of the Ministry of Commerce & Industry, Government of India in association with the Federation of Indian Chambers of Commerce & Industry (FICCI). The fifth edition of AHCI was organized on 13-15 November, 2019 at the India Expo Centre and Mart, Greater Noida, NCR.

The event witnessed participation of 450+ Hosted Buyers from more than 70 countries from the regions such as Africa, Middle East, CIS, SAARC and ASEAN Region and over 200+ exhibitors.



## INAUGURATION

The Event was inaugurated by Dr. Anup Wadhawan, Commerce Secretary, Ministry of Commerce and Industry, Government of India in the presence of Mr. Darpan Jain, Joint Secretary, Ministry of Commerce and Industry, Government of India. The event was attended by other senior officials from Ministry of Commerce & Industry, Government of India and other participating ministries. The event witnessed attendees from more than 450 foreign delegates from over 70+ countries. Diplomats and senior officers of Foreign Missions in India also attended Inaugural Function.





## INAUGURATION OF EXHIBITION

An exclusive exhibition of AHCI 2019 was held at Hall No. 2 and Hall No. 4 of India Expo Centre and Mart, Greater Noida, (Delhi NCR). There were 200+ exhibitors at the event. The exhibition, proved to be a great platform to showcase India's offerings and expertise in health care, in terms of Hospitals, Health care centres, AYUSH Hospitals, Educational institutions (Medical colleges, Nursing colleges & AYUSH colleges),

The exhibition had seen participation from all major hospital chains like Apollo Hospitals, Narayana Healthcare, Artemis Hospitals, Jaypee Hospital, Aster DM healthcare etc.

There was presence of Ministry of Tourism, SEPC through their dedicated pavilions.



# EXHIBITION



# EXHIBITION





## KNOWLEDGE PAPER RELEASE

The summit also witnessed the launch of Knowledge Paper titled - India: Building Best Practices in Health care Services Globally; at the fifth international summit on Medical Value Travel - Advantage Health care India 2019.

India is one of the leading destinations for Medical Value Travel (MVT) owing to competitive advantages in providing affordable world class quality curative treatments. For India, the dominant source countries include SAARC, African, Middle East and CIS (Commonwealth of Independent States) Countries.

Additionally, there is a huge potential to attract international patients from USA and UK countries by providing quality health care at affordable cost along with premium hospitality services. India is witnessing strong competition from destinations like Thailand, Malaysia, Singapore, Turkey, South Korea etc. In order to maintain the competitive edge, it is important to focus and make necessary interventions related to each of the stakeholders in the value chain. The key stakeholders in the MVT value chain include government, health care service providers, regulators & accreditation agencies, facilitators and insurers.

The Knowledge Paper includes a detailed discussion on areas of MVT relevant to the Indian MVT industry. The Chapters of Knowledge Paper focus on MVT overview, compete markets, MVT facilitators, payment settlement in MVT, Visa regulations and recommendations.





## CEO's ROUND TABLE

An Indian CEO's roundtable was organized during the event which was chaired by Mr. Darpan Jain, Joint 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 health care centres. Various issues and opportunities related to MVT Sector were discussed during the event.





## CONFERENCE

A two-day international conference was organized during AHCI 2019 with sessions focusing on segments of medical tourism industry such as; Clinical excellence, Self-regulation by hospitals, Insurance, Medical facilitators, Developing medical tourism infrastructure, Safety for foreign patients and Building regional cooperation.

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

Over 10000 organized B2B Meetings took place during the show which resulted in valuable business tie ups and cooperation between the industry stakeholders from India and invited countries.





# POST SHOW REPORT

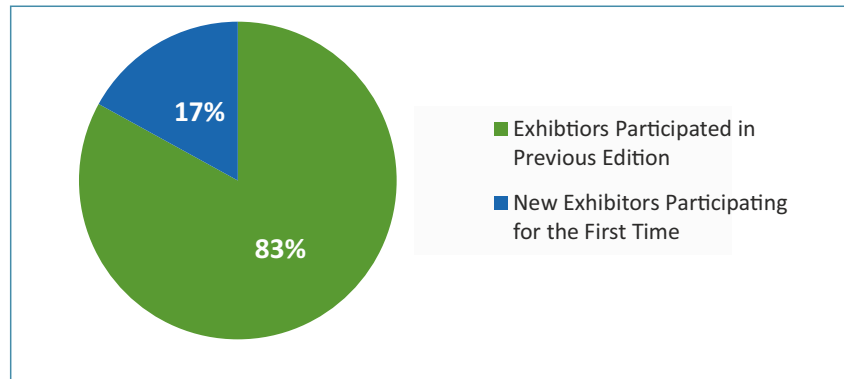




## EXHIBITORS FEEDBACK ANALYSIS

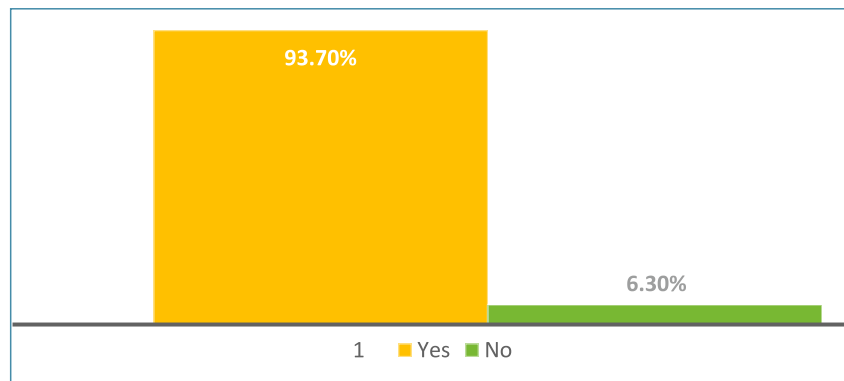
### Exhibitor Participated in AHCI 2019

About 83% of the exhibitors have participated in previous editions of AHCI and 17% are participating for the first time indicating that Sellers find value in such participation.



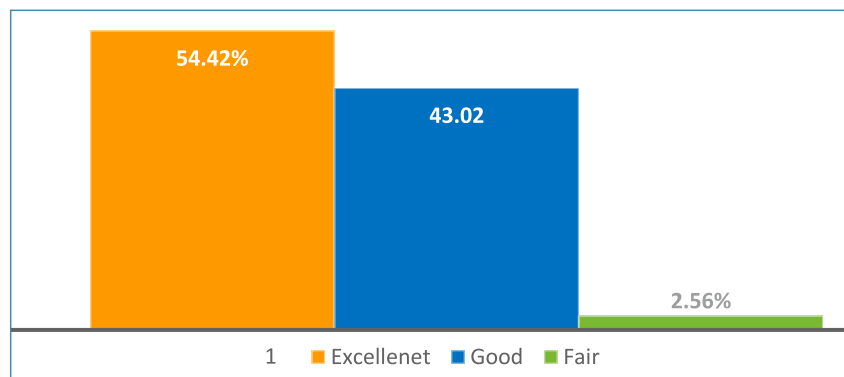
### Achievement of Business Objective

Most of the Exhibitors (93.70 %) responded that their business objective was achieved at AHCI 2019



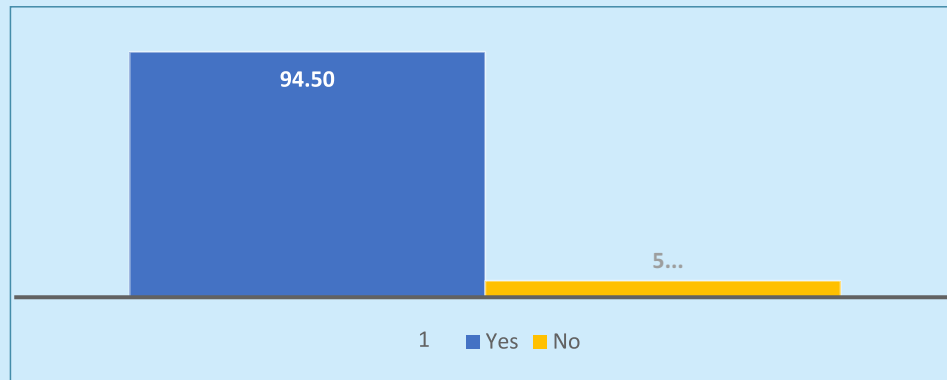
### Quality of the business queries received at AHCI 2019

Most of the exhibitors (97.44%) rated the business queries received at AHCI 2019 from 'Good' to 'Excellent'



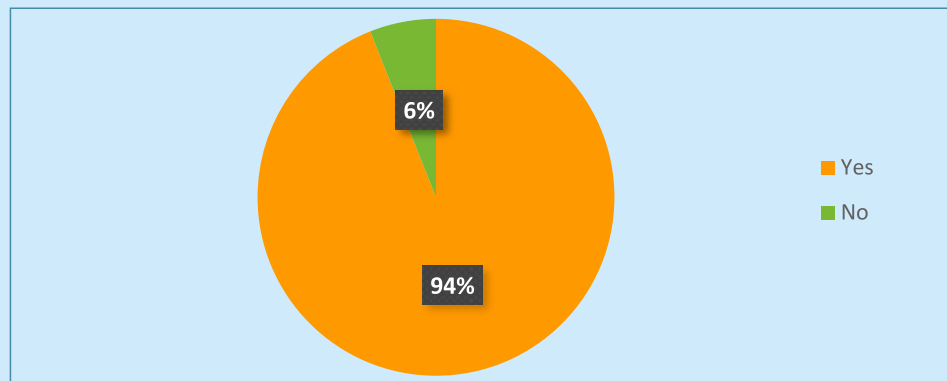
### Willing to Participate Again

94.50% exhibitors have expressed their interest to participate again in this event.



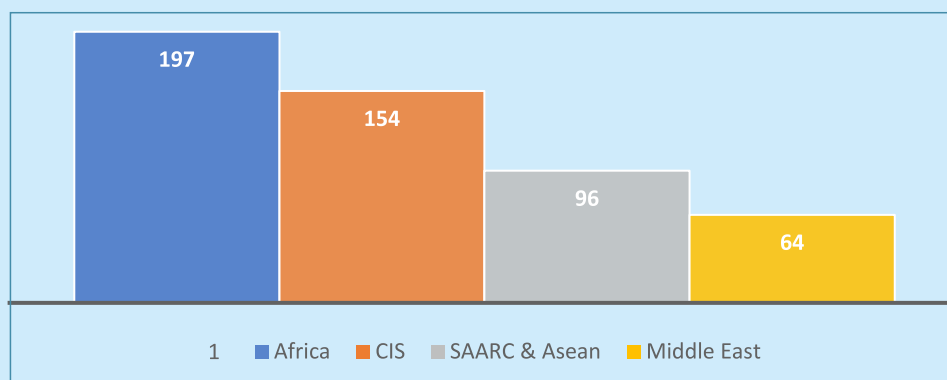
### Fulfilment of the pre-scheduled meetings.

94% Exhibitors responded that their B2B meetings took place as per schedule.



### Hosted Delegates - Region wise distribution

511 Hosted Buyers from more than 70 countries have participated in AHCI 2019



# Thank you Partners

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# We Thank You

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**SEE YOU  
AGAIN**



**AT**



**ADVANTAGE  
HEALTH CARE-INDIA 2023**

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

**20<sup>th</sup> - 22<sup>nd</sup> February 2023**  
Pragati Maidan, New Delhi

Video of Advantage Healthcare  
India - Over the Years.



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