

## Fast Track-Zero Waiting Time

Quick and immediate attention for surgeries and all interventions are assured in India. Getting an appointment for bypass surgery or a planned angioplasty in certain countries take almost 3-6 months. And there these treatments are very costly too. It's zero waiting time in India for any procedure be it heart surgery, kidney care, cancer treatment, neuro-spinal procedure, knee/hip/joint replacements, dental, cosmetic surgeries, weight loss surgery etc.

## Feeling the pulse

For greater understanding between patients and healthcare personnel, the warmth and hospitality of Indian hospitals is a big factor in choosing India as a healthcare destination. Among the top medical destinations of the world, India has the highest percentage of English language speaking people.

## Medical Tourism in India

With global recognition of India's skill in the medical sector, Medical Tourism in India has taken giant strides in the past years-with one of the lowest in costs and high standards of healthcare services. Medical Sector in India is fast attracting people from diverse and remote corners of the world.

While considering the medical treatment facilities, the name of India mounts to the top as one of the best country for healthcare. Medical tourism in India includes healthcare treatments like Oncology, Cosmetic Surgery, Cardiology, Organ Transplant and IVF. Medical treatment in India is done in the most modern way by the highly acclaimed medical professionals. Because of India's multi-dimensional and comparatively low cost healthcare benefits, people from all around the world prefer coming to India for their medical treatments. The Medical tourism initiative is directed towards helping people worldwide to facilitate best treatments and medical care in India which is one of the most promising medical travel destinations in the world owing to highly skilled pool of medical professionals and low cost cutting edge technologies of medical science.

The medical tourism market in India is projected to hit \$3.9 billion mark this year having grown at a compounded annual growth rate of 27 per cent over the past three years, according to consultancy firm KPMG. The global medical tourism market to rise at a compound annual growth rate (CAGR) of 17.90% from 2013 to 2019 and reach a value of \$32.5 billion by the end of 2019.

The inflow of medical tourists has crossed 320 million by 2016 compared with 85 million in 2012. The medical tourism industry in India gets maximum patients for heart surgery, knee transplant, cosmetic surgery and dental care as the cost of treatment in India is considered to be the lowest in Asia, much lower than **Thailand, Indonesia, Singapore, Malaysia, Brazil, Mexico, Taiwan, Turkey and South Korea**. Thus, the SAARC countries equally have been an important source of medical tourists for India. The report further states that India and Singapore are the most preferred destinations in case of complex medical procedures. India has attracted a large number of patients due to its increasing popularity in the field of cardiac treatments.

## Why Medical Tourism India

India offers World Class Medical Facilities, comparable with any of the western countries. India has state of the art Hospitals and the best qualified doctors, with the best infrastructure, the best possible Medical facilities, accompanied with the most competitive prices. A patient will come to India where he will undergo medical treatment and alongwith that he will know Indian pilgrim destinations, as and when advised by the Doctors. The whole thing would save him a lot of money and he will get to discover India at the same time.

India is a leading player in the medical tourist/healthcare facilitation industry. It is increasingly emerging as the destination of choice for a wide range of medical procedures. There are numerous advantages of visiting India for treatment. Some of advantages of going to India for medical treatment are:



## Advantages for Medical Treatment in India

- Internationally accredited medical facilities using the latest technologies
- Highly qualified Physicians/Surgeons and hospital support staff
- Significant cost savings compared to domestic private healthcare
- Medical treatment costs in India are lower by at least 60-80% when compared to similar procedures in North America and the UK
- No wait Lists
- Fluent English speaking staff
- Options for private room, translator, private chef, dedicated staff during stay and many other tailor-made services
- Can easily be combined with a holiday/business trip

## Traditional Medicines & Treatments

India is renowned for ancient alternative medicine and Therapeutic Massage. Ministry of AYUSH has been providing such useful services to the masses in large scale. In addition to traditional medicine, India offers many more relaxing and rejuvenating treatment options like Yoga, Ayurveda and Meditation.

India also offers world-class travel destinations such as the Taj Mahal, the beaches of Goa, the backwaters of Kerala and hiking in the Himalayas and heritage rich Rajasthan to name a few.



## Contact us

### S.S. Chawla

Senior Director- Head International Exhibition Department  
Phone: 011- 46550582  
Mob: +91 9810050681  
E-mail: s.s.chawla@assochem.com

## For Stall Booking, Sponsorship & Queries

### Deepak Chhabra

Mob: +91 9810540628  
E-mail: deepak.chhabra@assochem.com

### Joy Daniel

Mob: +91 9968944054  
E-mail: exhibition@assochem.com

### Nitin Khungar

Mob: +91 8368266466  
E-mail: nitin.khungar@assochem.com

### Harish Pushpakar

Mob: +91 9711746446  
E-mail: harish.pushpakar@assochem.com



## THE ASSOCIATED CHAMBERS OF COMMERCE & INDUSTRY OF INDIA

ASSOCHAM Corporate Office: 5, Sardar Patel Marg, Chanakyapuri, New Delhi-110021  
Phone: 011-46550555 (Hunting Line) • Fax: 011-23017008-9 • Website: www.assochem.org



# “MedicaPharma-Healthcare & Medical Tourism 2017 &

## SEMINAR-EXCELLENCE AWARDS”

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22nd – 24th September 2017

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# ABOUT EXPO

**MedicaPharma-Healthcare & Medical Tourism 2017** is an International Expo cum Conference, an integrated approach on Pharmaceutical industry - a joint initiative taken by ASSOCHAM & Department of Pharmaceuticals, Government of India with an objective to provide a perfect platform for all the Stakeholders, Exhibitors and participants in the Conference to get a unique investment business opportunity, showcasing their branded Products, Equipment, Machinery & Technology to promote business & enhance their brand value & may enter into Business tie-up cooperation, Joint ventures, Technology transfers & Collaborations in the areas of their interests.

## INDIAN PHARMACEUTICAL INDUSTRY

### Introduction

India enjoys an important position in the global pharmaceuticals sector. The country also has a large pool of scientists and engineers who have the potential to steer the industry ahead to an even higher level. Presently, over 80 per cent of the anti retroviral drugs used globally to combat AIDS are supplied by Indian pharmaceutical firms.

### Market Size

As per the latest report, the Indian pharmaceuticals market is the third largest in terms of volume and thirteenth largest in terms of value. India is the largest provider of generic drugs globally of 20 per cent of global exports in terms of volume whereas in terms of revenues 70 per cent of market share-generic drugs form the largest segment of the Indian pharmaceutical sector.

The Indian Pharmaceutical market size is expected to grow to US\$ 100 billion by 2025 driven by increasing consumer spending, rapid urbanization and raising healthcare insurance among others. Also the Indian government has taken many steps to reduce costs and bring down healthcare expenses. Speedy introduction of generic drugs into the market has remained in focus and is expected to benefit the Indian pharmaceutical companies. The thrust on rural health programmes, life-saving drugs and preventive vaccines also augurs well for the pharmaceutical companies.

India has also maintained its lead over China on pharmaceutical exports with a year-on-year growth of 11.44 per cent to US\$ 12.91 billion in FY 2015-16 according to data from the Ministry of Commerce and Industry. In addition, Indian pharmaceutical exports are poised to grow between 8-10 per cent in FY 2016-17. The Imports of pharmaceutical products are marginal.

### Pharmaceutical Machinery Industry

India's Pharmaceuticals Machinery has shown significant activity, mainly during the last five years. The Industry generates nearly \$500 million turnover. There are more than 350 facilities in India's pharmaceuticals machine manufacturing industry, in categories like **instrumentation and process control, lab equipment, pharma research and development (R&D) tools and techniques, pharmaceutical machinery, packaging material and machines, plant designs and engineering, pharmaceutical process technology and software.** Indian pharmaceutical machine makers consisting of small scale & medium scale enterprises are increasingly exploring collaborations and partnerships to innovate new technology.



### Bio-Technology

India's biotechnology industry comprising bio-pharmaceuticals, bio-services, bio-agriculture, bio-industry and bioinformatics is expected to grow at an average growth rate of around 30 percent a year and reach US\$ 100 billion by 2025.

### Initiatives taken by the Government

- The Government of India unveiled 'Pharma Vision 2020' aimed at **Making India** a global leader in end-to-end drug manufacture. Approval time for new facilities has been reduced to boost investments. Further, the government introduced mechanisms such as the Drug Price Control Order and the National Pharmaceutical Pricing Authority to deal with the issue of affordability and availability of medicines. Further, the Union Minister has announced setting up of chemical hubs across the country, early environment clearances in existing clusters, adequate infrastructure, and establishment of a Central Institute of Chemical Engineering and Technology.
- The Government of India also plans to incentivize bulk drug manufacturers including both state-run and private companies to encourage '**Make in India**' programme and reduce dependency on imports of Active Pharmaceutical Ingredients (API), nearly 85 per cent of which come from China.
- Indian Pharmaceutical Association (IPA) plans to prepare data integrity guidelines which will help to measure and benchmark the quality of Indian companies with global peers.
- India is expected to rank among the top five global pharmaceutical innovation hubs by 2020.
- The Government of India plans to set up around eight mini drug-testing laboratories to reduce the overall time spent on quality assessment and monitoring the standards of imported and exported drugs.
- To support start-ups in the research and development in the pharmaceutical and biotech industry, the Department of Pharmaceutical has planned a Venture Capital Fund of Rs.1000 crore.

## HEALTHCARE AND WELLNESS INDUSTRY IN INDIA

In India, wellness is a concept which has been in practice since ancient times. Traditional medicinal and health practices like Ayurveda and Yoga propounded the concept of mental and body wellness. With the progress of time, wellness as a concept has taken up a multi-dimensional definition by expanding its range to new generation offerings like preventive healthcare, luxury products and personalized services.

The growing wellness industry has attracted a large number of domestic entrants and international players. As per a recent study by the Stanford Research Institute International, the Indian Wellness Industry is a US\$ 9.8 billion market. The wellness industry in the country will grow at a rate of approximately 30-35 percent for the next five years, says a latest study by Ernst & Young.

### Objective

The objective of this International Exhibition-cum-Conference is a unique conglomeration of promoting Medica, Pharmaceutical, Healthcare & Medical Tourism Industry under one roof.

### Healthcare and Wellness Industry in India - Advantages

- History of Indian system of medicine encompassing Ayurveda, Yoga, Unani, Siddha and Homeopathy which is 5000 year old.
- State of the art Hospitals with Excellent Infrastructure
- Largest pool of highly qualified and skilled doctors
- Trained caring nurses and paramedical staff
- Latest and highly advanced medical devices
- World class medical treatment at affordable costs
- Ultramodern pharmaceutical manufacturing and packaging facilities
- Quality medical, paramedical and nursing education and training institutions
- Traditional medical and health practices focus on preventive healthcare
- Developed Ayurveda and Yoga for mental and body wellness have emerged globally
- Affordable treatment at costs just 25% - 30% of what it would cost in other countries



### India can be among world's top 5 medical devices markets

On February 2, 2017, Government notified the new Medical Devices Rules 2017 which will come effect from January 1, 2018 with an aim to reduce dependence on imported medical technology and give a boost to domestic manufacturing. The new rule and increase in private & public investment in healthcare are expected to provide big opportunities for Indian medical devices.



### Current status of medical technology sector in India

At present, the global medical technology market is around \$ 350 billion, which is expected to grow 5 percent annually for next 5-7 years. The Indian market is among the top twenty in the world by market size, and fourth in Asia after Japan, China & South Korea.

The Indian medical devices industry has huge potential to grow and be among the top 5 medical devices manufacturing hubs globally. The current medical device industry is driven by innovation and new technologies.

### Medical Electronics Industry

The Indian Medical Electronics industry is currently valued at around 1 billion and has been growing at an average rate of 17% for past couple of years. It is strongly believed that the Indian Medical Electronics market will touch to USD 6.5 billion by the year 2020.

The Medical electronics industry has witnessed a double digit growth in recent years due to the rising incidence of chronic diseases and other factors. The influx of Medical Electronics technology has also reinforced the existing Healthcare infrastructure in various ways right from digitizing medical test, diagnostic and therapeutic procedures to enhancing the reach of Healthcare through Telemedicine and Health IT. During the last two decades, there has been a tremendous increase in the use of electronic equipment in the medical field for clinical and research purposes which requires electrodes of different sizes, shapes and types. Also, there are some parameters like temperature, blood flow, blood pressure and respiratory functions etc. which are routinely monitored and have raised the demand for medical electronics products.

## MEDICAL TOURISM IN INDIA

### India : A Premier Healthcare Destination

Medical tourism is defined as traveling from one location to another with a purpose to gain medical assistance. Over the years, India has grown to become a top-notch destination for medical value travel because it scores high over a range of factors that determines the overall quality of care. A complex surgical procedure being done in India in a world class hospital by acclaimed medical specialists at a fifth to tenth of what it normally takes with zero waiting time. The list of benefits of travelling for medical treatment in India are many with cutting edge technology to support medical diagnostics and medical procedures employed by specialists in medical facilities. India has not only hospitals with world-class facilities but skilled world-class doctors and medical personnel too.

