Global Ayurveda Summit 2012
International Conference & Exhibition on
Health, Nutraceuticals, Medicinal Plants & Tourism
12 – 14 September 2012, Hotel Taj Gateway: Marine Drive, Kochi, Kerala, India

As we are aware, Government of Kerala in partnership with the Confederation of Indian Industry (CII) is organizing ‘Emerging Kerala 2012’ on 12 - 14 September 2012, at Le Meridien, Kochi, Kerala. The objective of the Emerging Kerala is to invite partnerships for a multitude of projects and investment opportunities in Kerala. Ayurveda has been identified as one of the key sectors to be focused during Emerging Kerala 2012. With this background, the second edition of Global Ayurveda Summit 2012 has been planned on 12 – 14 September 2012, Hotel Taj Gateway: Marine Drive, Kochi, Kerala, India as an integral component of Emerging Kerala 2012.

The prime aim of the summit is to make awareness about the quality of the ayurveda among the common public and also to the outsiders. The summit also would create a global marketplace, focus on standardization & quality in raw material, process and products, integrating health and tourism and leveraging IT for delivering ayurveda services. The summit will ensure participation of all stakeholders to share their views and jointly take action towards the upliftment of Ayurveda in India and Globally.

The Conference with the theme “Ayurveda – Ancient Wisdom for the New Millennium” will be held for two days and the exhibition over three days. The Summit inauguration is on 12 September. The event will have three components: an international conference, exposition and a focused business to business meeting platform. A tentative programme schedule is attached for your kind reference.

We have invited industry leaders and renowned experts from India and abroad to address the conference. We are expecting more than 400 top management officials for the conference and more than 3000 visitors to visit the stalls.

Participants at the conference and exposition will include Ayurveda Product Manufacturing Companies, Tourism Industry, Pharma Industry, Healthcare Tour Operators, Ayurveda Hospitals, International Travel & Tours, Hotels and Resorts, Specialised Hospitals, Testing
equipment manufacturers, manufacturers of Health and Dietfood / Dietary Supplements, Wellness, Beauty and Neutraceutical products, Academicians, Medicine Manufacturers, Educational Institutes, Research Institutes, Manufacturers of Treatment Equipments and Accessories, Publishers, Wellness Centres, Multimedia Groups, Medicinal Plant Promoters, Production equipment dealers, NGO’s, Food Industry, Cosmetics, Software Industry, Packaging and allied machineries.

I am writing to cordially invite you on behalf of CII, to participate in this unique event. Also, request you to support this endeavor by being a Principal Sponsor (to an amount of Rs. 5,00,000/-) to this Summit. The detailed sponsorship benefits, tentative Programme schedule and Brochure of the event are attached for your ready reference.

As a sponsor you would get tremendous mileage and visibility. You would be able to raise your business profile; promote your products & services to induce and persuade directly to your target audience.

From CII secretariat Mr Saji Mathew (Mob: 09895757237 / saji.mathew@cii.in) will get in touch with you in this regard. For the further details / information about the event, you may please visit www.globalayurvedasummit.in

We look forward to your positive response.

Kind regards,

Saji Kumar

Dr Saji Kumar
Chairman, Global Ayurveda Summit 2012 &
Managing Director, Dhathri Ayurveda Pvt Ltd
Confederation of Indian Industry
Opp Cochin PassportOffice
Panampilly Nager,Kochi – 36
Tel: 0484-4012300; Fax: 0484-4012800
Email: cii.kerala@cii.in
Web: globalayurvedasummit.in; www.cii.in

Contd...
### Why Sponsor Global Ayurveda Summit 2012?
- A rare opportunity to promote brand awareness of your company/products to the largest gathering of Ayurveda professionals in the Globe.
- Obtain excellent networking opportunities and establish new contacts amongst the decision makers in the public and private sectors during the event.
- Gain maximum access to an interested, influential audience of people you will meet during the networking dinner.
- Provide your publicity material directly to all delegates
- An opportunity to learn about the latest developments in the area

**For more details please contact:**

Mr Saji Mathew, Confederation of Indian Industry, Tel: +91- 484 - 4012300 Email: saji.mathew@cii.in

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<table>
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<tr>
<th>Sponsorship Fee (Rs. in Lakhs)</th>
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<td>- E-mail updates</td>
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<td>- Sponsors panel</td>
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<td>- Backdrop</td>
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<td>- Podium Board</td>
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<td>- Badges</td>
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<tr>
<td>20 minutes speaker slot at one of the plenary sessions</td>
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<tr>
<td>Special seats reserved in the front row at the summit hall</td>
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<td>Corporate/commercial video film during break hours (sponsor to provide film) (in Minutes)</td>
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<td>3 x 3 sq meter built up booth at the summit venue</td>
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<td>One full page brief write-up in the summit sponsor’s profile, which will be included in the documentation kit (max.500 words)</td>
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<tr>
<td>Corporate brochure for insertion in the documentation kit</td>
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<td>Distribution of mementos/gifts to delegates (at sponsor’s own cost)</td>
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<td>Free delegate passes to attend the summit (in Nos)</td>
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<tr>
<td>Sharing of list of summit attendees</td>
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Global Ayurveda Summit 2012
International Conference & Exhibition on Health, Neutraceuticals, Medicinal Plants & Tourism
Theme: “Ayurveda – Ancient Wisdom for the New Millennium”
12 – 14 September 2012: Hotel Taj Gateway: Marine Drive, Kochi, Kerala

**Tentative Programme**

**Day I: Wednesday, 12 September 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>1000 hrs</td>
<td>Exhibition Inauguration</td>
<td>Mr Tony Chammini&lt;br&gt;Mayor Cochin Corporation</td>
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<tr>
<td>1400 hrs</td>
<td>B 2 B Meetings</td>
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**Summit Inaugural Session**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>1700 hrs</td>
<td>Opening Remarks</td>
<td>Mr V K Mathews&lt;br&gt;Chairman, CII Kerala &amp; Executive Chairman&lt;br&gt;The IBS Group</td>
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<tr>
<td>1705 hrs</td>
<td>Theme Address</td>
<td>Dr Saji Kumar&lt;br&gt;Chairman, Global Ayurveda Summit 2012 &amp; Managing Director&lt;br&gt;Dhatri Ayurveda Pvt Ltd</td>
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<tr>
<td>1715 hrs</td>
<td>Special Address</td>
<td>Mr G V Sanjay Reddy&lt;br&gt;Chairman, CII Southern Region &amp; Vice Chairman&lt;br&gt;GVK Industries Ltd</td>
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<tr>
<td>1725 hrs</td>
<td>Special Address</td>
<td>Mr V S Sivakumar&lt;br&gt;Hon’ble Minister for Health</td>
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<tr>
<td>Time</td>
<td>Event</td>
<td>Name</td>
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<tr>
<td>1735 hrs</td>
<td>Special Address</td>
<td>Padma Shri Mohanlal</td>
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<tr>
<td>1745 hrs</td>
<td>Keynote Address</td>
<td>Mr Sam Pitroda</td>
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<tr>
<td>1800 hrs</td>
<td>Address by Chief Guest</td>
<td>Mr Ghulam Nabi Azad</td>
</tr>
<tr>
<td>1815 hrs</td>
<td>Inaugural Address</td>
<td>Mr Oommen Chandy</td>
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<tr>
<td>1830 hrs</td>
<td>Concluding Remarks</td>
<td>Mr C J George</td>
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<tr>
<td>1835 hrs</td>
<td>Hi-Tea</td>
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<tr>
<td>1840 hrs</td>
<td>Cultural Programme</td>
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<td>1915 hrs</td>
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**Day II: Thursday, 13 September 2012**

**1000 – 1130 hrs**

**Plenary Session I**

Emerging potential of Ayurveda Globally

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Name</th>
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<tbody>
<tr>
<td>1000 hrs</td>
<td>Opening Remarks by Session Chairman</td>
<td></td>
</tr>
<tr>
<td>1005 hrs</td>
<td>Address</td>
<td>Professor MVS Valiathan</td>
</tr>
<tr>
<td>1020 hrs</td>
<td>Address</td>
<td>Dr B M Hegde</td>
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<tr>
<td>1035 hrs</td>
<td>Address</td>
<td>Dr Bhushan Patwardhan</td>
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<tr>
<td>1050 hrs</td>
<td>Address</td>
<td>Dr Girdhar J Gyani</td>
</tr>
</tbody>
</table>
Chief Executive Officer  
National Accreditation Board for Hospital & Healthcare Providers (NABH); & Secretary General, Quality Council of India

1105 hrs  Address  
Mr Bala Prasad, IAS  
Joint Secretary  
Department of AYUSH  
Government of India

1120 hrs  Question & Answer

1130 hrs  Concluding Remarks

1135 hrs  Networking Tea Brake

1200 – 1320 hrs  
**Plenary Session II**  
Cancer Management – Ayurvedic Approach

1200 hrs  Opening Remarks by Session Chairman Dr K Rajagopalan  
Research Director  
Amala Ayurvedic Hospital and Research Centre

1205 hrs  Address  
Dr M R Vasudhevan Nampoothiri  
Former Director  
Ayurveda Medical Education – Kerala

1220 hrs  Address  
Dr G G Gangadharan  
Joint Director  
Foundation for Revitalization of Local Health Traditions (FRLHT)

1235 hrs  Address  
Mr Murali  
General Manager  
Arya Vaidya Sala, Kottakkal

1250 hrs  Address  
Dr George Eassey  
Ayurvedic Physician  
Czech ASSN Ayurvedic Medicine – Europe

Dr Anitha Jacob  
Director, Indian Systems of Medicine  
Government of Kerala

1305 hrs  Question & Answer

1315 hrs  Concluding Remarks  
Dr K Rajagopalan

1320 hrs  Networking Lunch
## Plenary Session III
### Growth of Tourism – New wings of Ayurveda

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>1415</td>
<td>Opening Remarks by Mr Jose Dominic</td>
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<tr>
<td>1420</td>
<td>Address</td>
<td>Mr Baby Mathew</td>
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<td>1435</td>
<td>Address</td>
<td>Dr S Gopakumar</td>
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<tr>
<td>1450</td>
<td>Address</td>
<td>Mr E M Najeeb</td>
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<tr>
<td>1505</td>
<td>Address</td>
<td>Dr T Sivadas</td>
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<tr>
<td>1520</td>
<td>Address</td>
<td>Mr Suman Billa, IAS</td>
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<td>1535</td>
<td>Question &amp; Answer</td>
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<tr>
<td>1545</td>
<td>Concluding Remarks</td>
<td>Mr Jose Dominic</td>
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<td>1550</td>
<td>Networking Tea Brake</td>
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## Plenary Session IV
### Problems and Prospects of Ayurveda Export

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<td>Opening Remarks by Mr P R Krishnakumar</td>
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<tr>
<td>1615</td>
<td>Address</td>
<td>Dr P V Appaji</td>
</tr>
<tr>
<td>1630</td>
<td>Address</td>
<td>Mr Renjit Puranik</td>
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1645 hrs  Address

Dr. Anil Kumar
Director
Kerala Ayurveda

1700 hrs  Address

Ms E Clare Misquitta
Executive Vice President
Brightside Consulting International, USA

1715 hrs  Address

1730 hrs  Question & Answer

1740 hrs  Concluding Remarks

1745 hrs  Close

Day III: Friday, 14 September 2012

1000 – 1130 hrs  Plenary Session V
Herbal Cultivation – Need of the day

1000 hrs  Opening Remarks by
Mr Darshan Shankar
Session Chairman
Executive Chairman
Institute of Ayurveda and Integrative medicine &
Advisor, Foundation for Revitalisation of Local
Health Tradition

Dr C I Jolly
Scientific Advisor
Amala Ayurvedic Hospital & Research Centre

1020 hrs  Address

Dr Joy Verghese
Executive Director
Confederation for Ayurvedic Renaissance
Keralam – Limited

1035 hrs  Address

Mr Jithendra Sharma
Chief Executive Officer
National Medicinal Plants Board
<table>
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<tr>
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<td>(Foreigner)</td>
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<tr>
<td>1105 hrs</td>
<td>Special Address</td>
<td>Mr K P Mohanan&lt;br&gt;Hon’ble Minister for Agriculture&lt;br&gt;Government of Kerala</td>
</tr>
<tr>
<td>1120 hrs</td>
<td>Question &amp; Answer</td>
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<tr>
<td>1130 hrs</td>
<td>Concluding Remarks</td>
<td>Mr Darshan Shankar</td>
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<tr>
<td>1135 hrs</td>
<td>Networking Tea Brake</td>
<td></td>
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<tr>
<td><strong>1200 – 1340 hrs</strong></td>
<td><strong>Valedictory Session</strong></td>
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<tr>
<td>1200 hrs</td>
<td>Opening Remarks by Session Chairman</td>
<td>Mr V K Mathews&lt;br&gt;Chairman, CII Kerala &amp; Executive Chairman&lt;br&gt;The IBS Group</td>
</tr>
<tr>
<td>1205 hrs</td>
<td>Presentation</td>
<td>Mr Rajesh Nair&lt;br&gt;Vice President – Markets&lt;br&gt;Ernst &amp; Young Pvt Ltd</td>
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<tr>
<td>1220 hrs</td>
<td>Special Address</td>
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<td>Book Release Brand Ayurveda</td>
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<tr>
<td>1235 hrs</td>
<td>Special Address</td>
<td>Mr Rajeev Sadanandan, IAS&lt;br&gt;Principal Secretary – Health&lt;br&gt;Government of Kerala</td>
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<td></td>
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<td>Dr C Ratnakaran&lt;br&gt;Pro Vice Chancellor&lt;br&gt;Kerala University of Health Science</td>
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<td>Dr G Vinodkumar&lt;br&gt;State President&lt;br&gt;Ayurveda Medical Association of India</td>
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<td>Dr D Ramanathan&lt;br&gt;General Secretary&lt;br&gt;Ayurvedic Medicine Manufacturers Organisation of India</td>
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<tr>
<td>1250 hrs</td>
<td>Keynote Address</td>
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<td>Time</td>
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<td>Speaker</td>
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| 1310 hrs | Valedictory Address        | **Mr P K Kunhalikutty**  
Hon’ble Minister for Industry & IT  
Government of Kerala |
| 1330 hrs | Summary of the Summit & Vote of Thanks | **Dr Saji Kumar**  
Chairman, Global Ayurveda Summit 2012 &  
Managing Director  
Dhathri Ayurveda Pvt Ltd |
| 1340 hrs | Summit Close                |                                                                         |

Contd...
Ayurveda is India’s contribution to mankind for human longevity and well being. It is a holistic science of life dealing with prevention and cure of diseases. It aims at physical, mental and social well being. Before many millennia saintly scholars used to assemble at the Himalayas to discuss and debate on human sufferings and scout out solutions for the physical, mental and social miseries. From these, the science of Ayurveda evolved over a period of time and established through millennia of medical practice and theory by several generations of physician-saints.

Kerala Ayurveda Scenario

Kerala, currently has around 1400 ayurvedic industries with a total turnover of Rs. 4 billion and exports of around Rs. 0.6 billion. The Kerala Ayurveda industry is however valued at Rs. 6 billion and is currently adopting measures for expansion and quality improvement.

Some of the key strengths of Kerala Ayurveda are:

- Strengths in all areas across the value chain including availability of raw materials, manufacturing practices, research and development centers, training infrastructure and therapeutic treatments.
- Worldwide recognition by National Geographic Traveler and a developed healthcare delivery system helping it to create a global brand.
- Availability of a gamut of therapeutic treatments with both dedicated hospitals and Ayurvedic resorts providing authentic curative and preventive therapies.
- Presence of large amount of herbs and medicinal plants in the state helping the research and development centers formulate newer product developments.
- Offering Ayurveda in tandem with tourism by focusing on huge development of resorts, spas and Ayurveda centers that offer both treatment and comfort. The resorts see 90% of the visitors from the globe and hence, immense potential is envisaged.
- Focus on traditional methods with ashtavaidya tradition still being incorporated and hence, leading to production of authentic Ayurvedic products.
- Presence of well trained medical and para-medical staff on account of established history of Ayurveda in the state.

Global Ayurveda Summit 2012

In this background, the Confederation of Indian Industry (CII) is organizing the second edition of Global Ayurveda Summit (GAS 2012) on 12-14 September 2012 in Hotel Taj Gateway, Kochi, Kerala, India.

The objective of the summit is to create a global marketplace, achieve standardization and quality in raw material, process and products, integrate health and tourism and leverage IT for delivering ayurveda services. This summit will ensure participation of all stakeholders to share views and jointly take action towards upliftment of Ayurveda in India and globally.

The event will have three components: an international conference, exhibition, and a focused business to business meeting platform. The Conference is the major international leadership forum with the theme “Ayurveda for all” is expected to have a participation of over 500 Industry leaders and eminent experts from India and abroad.

Highlights: Why Ayurveda? Why India? Why Kerala?

- Ayurveda: best choice for Healthcare
- India: Known for modern healthcare, comparable to best in the world.
- Made in Kerala: Home of Ayurveda institutions, steeped in tradition, purity, and authenticity.
- Naturally bestowed with ideal climate, natural resources & well qualified practitioners / paramedics
- Study Report mapping the potential of Ayurveda
- Facilitate acceptance of Ayurveda into main stream healthcare.

Event components:

- Inauguration and cultural programme
- 2 day International conference
- 2 day Exhibition
- Focused Business to Business Meetings
- Special Conducted Tours / Facility Visits
International Conference
Two days seminar will bring together some of the best theoreticians and clinicians from all over the country and abroad. The sessions will consist of perspective building lectures, keynote lecture on various important aspects. It would be a Global knowledge platform to meet national and global leaders in Ayurveda, Health, Wellness, Neutriceuticals, Medicinal Plants & Tourism fields.

B2B Meetings
In an effort to promote the exports of Ayurveda and herbal products from India to major destinations, exclusive b2b meetings would be held at the Global Ayurveda Summit 2012. Potential importers and traders, industry associations and consultants in the field of Ayurveda, herbal products, dietary supplements and neutriceuticals from across the world are expected to attend the meetings.

Exhibition
The Exhibition will enable key players in the Ayurveda and related sectors under one roof to showcase their products and services. It will provide global overview and comprehensive information on the current developments done in the ayurveda industry. The show provides exhibitors with an opportunity to both develop and maintain relationships with decision makers and end users.

Scope of Conference
- Curative – Ayurveda Hospitals
- Rejuvenate & Preventive
- Palliative, Geriatric, Sports Medicine
- Recuperative & Restorative – Medical Tourism
- Standardisation and Quality Aspects
- Regulations & Compliance
- Exports of Ayurveda Products
- Export of Services: Visiting doctors abroad – Franchise Service: Spa & Resorts
- Connecting Local Services – International & Domestic Tour operators and Hoteliers
Focus areas:

- Global potential of Ayurveda: Creating a Global Marketplace
- Potential for Export of Products / Services
- Potential of Neutraceuticals in Ayurveda
- Manufacturing & Standardisation: Quality in Process Management & Raw Materials
- Good Agro Practices: Cultivation, Collection, Storage
- Treatment and Documentation: Scientific aspects in Ayurveda
- HR, Skill development and Marketing
- International Regulations & Patents: Challenges & Solutions
- Supporting Role of Government Agencies to tap the International Market
- Presence of Heavy Metals in Ayurveda Products – The Correct Perspective
- Creating Global Standards for Facilities
- Integrating Health and Tourism: Role of Resorts & Spas
- Leveraging IT for Ayurveda Services

Conference / Exhibition Participants Profile

Ayurveda Product Manufacturing Companies
Pharma Industry
Healthcare Tour Operators
Ayurveda Hospitals
International Travel & Tours
Hotels
Spa and Resorts
Specialised Hospitals
Testing equipment manufacturers
Manufactures of Health and Diet Food
Wellness
Beauty and Neutraceutical Products
Academics

Medicine Manufacturers
Educational Institutes
Research Institutes
Publishers
Wellness Centres
Multimedia Groups
Medicinal Plant Promoters
Production Equipment Dealers
NGO’s
Food Industry
Cosmetics
IT Software Industry
Packaging and Allied Machinerys

Destination Kerala

Located in the southern part of India, Kerala is known globally as God’s Own Country and is a world-class tourist destination. It is a fast emerging investment destination with its highly literate population. The Summit venue, hotel Taj Gateway located in heart of Cochin City

Confederation of Indian Industry

Opp. Cochin Passport Office, Panampilly Nagar
Cochin - 682 036, Phone: 0484 - 4012300
Fax: 0484 - 4012800, Mob: 9895757237
E-mail: saji.mathew@cii.in; Web: www.cii.in