# INTERNATIONAL **COOPERATION CONCLAVE**

**International Seminar & Business Meet** 



December 1-5, 2023

Greenfield International Stadium Thiruvananthapuram, Kerala, India







Department of Ayush Government Of Kerala



Organised by





Association of India



Ayurveda Hospital Managements Association











Ayurvedic Drug Manufacturers Ayurvedic Medicine Manufacturers Association Organisation Of India

Vishwa Ayurved Parishad

# INTERNATIONAL COOPERATION CONCLAVE International Seminar & Business meet

Ayurveda, the medical science, has already transcended its native borders, after positioning it as a strong and effective participant in India's health care delivery system. The time for that idea has come and to lay claim to a lead role it is destined to play – Ayurveda for Global Health Challenges.

Ayurveda, based on genuine fundamentals, has the longest uninterrupted tradition of healthcare practice, and its holistic approach to healthcare management emphasizes disease prevention and health promotion. If it opens up to incorporate emerging new knowledge into mainstream Ayurveda while maintaining reliability to Ayurvedic fundamentals, it will certainly provide a broad-based opportunity to address the majority of the problems that have emerged from the advent of new diseases and healthcare related issues

Since 2014, the Government of India has been proactively promoting India's rich heritage of traditional healthcare and medicines, which owing to its growing global demand has helped the nation strengthen ties with foreign nations. Just over the past few months, India has entered into several new agreements with foreign nations, many of which are new markets for Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa Rigpa and Homoeopathy. By breathing a new lease of life into Ayush, India has attracted numerous key international partnerships across R&D, capacity building, trade, and investment.

This has boosted India's bilateral relations with foreign partners and strengthened the nation's position in the global healthcare innovation space. To drive future activities around Ayush, the Government of India has budgeted more than USD 270 million in 2019-20 while new agreements are signed related to the sector. As the world increasingly moves towards holistic wellness, India will be the chosen partner in providing the required talent and resources.

The Ministry of Ayush had recently entered into partnerships with healthcare institutes, medicinal R&D bodies and government agencies in China, Malaysia, Hungary, Serbia, Sri Lanka, Mexico, Mauritius, Colombia, Swaziland, Equatorial Guinea, Nepal, Bangladesh, Mongolia, Iran, Trinidad & Tobago, Indonesia, Cuba, Austria, among others. The global resurgence in traditional and alternative healthcare has led to annual world trade of around USD 120 billion and is expected to reach USD 7 trillion by 2050. India, with its rich heritage in Ayush, will play a crucial role in catering to this demand growth.

# **OBJECTIVES**

- > To create awareness abroad about the strengths of AYUSH systems in the management of various disease conditions and to develop interdisciplinary linkages.
- > To develop academic programs in AYUSH systems of different duration for the students in the foreign educational institutes.
- > To promote academic and collaborative research activities on AYUSH Systems globaly. Work for a unified professional standard for countries to promote the safe and effective practice of Ayurveda.
- > Set international standards for the certification of Ayurveda practitioners and standardised accreditation of Ayurveda education programmes and institutions.
- > Streamline regulatory processes in countries to facilitate the entry of Ayurvedic pharmaceuticals into their markets.
- > Discuss about a monitoring mechanism to ensure product quality and efficacy, an adherence to guidelines and safety standards
- > Promote information exchange related to Ayurveda practices.
- > Promote medical tourism circuits
- > Popularise technologies, such as artificial intelligence and machine learning, to analyse clinical data and use e-commerce platforms to access more clients and consumers.
- > Streamline different activities such as education, research, international cooperation, visits by international delegates etc.
- > Collaboration with International organizations for research and development in Ayurveda
- > Exchange of faculties, scientists and experts for knowledge sharing & updates.

**Global Ayurveda Festival (GAF)** – A Platform to Celebrate India's Healing Wisdom – is being organized from 1st to 5th December, 2023 at Thiruvananthapuram, Kerala, with the **focal theme: "Emerging Challenges in Healthcare & a Resurgent Ayurveda"** 

GAF is recognised as an essential event of global repute, due to the purity of the intention it has behind and the immense impact it has upfront. GAF 2023 aims to convincingly position Ayurveda's healing potentials, by showcasing its conceptual foundation and infinite application possibilities, by reaching out to the health seeking global mankind, and by readying young physicians through words, visuals, and wisdom to promote Ayurveda as a system of medicine effective enough to address emerging healthcare challenges. It provides a platform to further the knowledge, facilitate research initiatives, formalize collaborations, firm up policies and to familiarize with global players and processes.

International cooperation conclave organize in association with Global Ayurveda Festival



GAF International Cooperation Conclave (International Seminar) is a platform for global networking and collaboration between Ayurveda practitioners, researchers, and experts from around the world. It aims to provide an opportunity for professionals in the field of Ayurveda to discuss and explore potential collaborations, partnerships, and joint initiatives in research, education, and healthcare. The conclave facilitates discussions on policy frameworks, regulatory guidelines, and best practices for the promotion and development of Ayurveda on a global scale. It also provides a space for showcasing the latest advancements and innovations in Ayurveda, as well as discussing challenges and solutions in the field. The International Cooperation Conclave plays a crucial role in promoting Ayurveda as a viable and effective system of medicine worldwide.

In this edition of the International Cooperation Conclave will have three major sessions:

## Global Ayurveda Alliance

It is GAF's contribution to Ayurveda. An initiative intended to become the summum bonum of global Ayurveda. This session is to create a Global Ayurveda Alliance with representatives from all the countries where Ayurveda has a presence in one form or other. It will be a permanent body to optimize the efforts to stand and work for Ayurveda, especially to legally represent Ayurveda in governmental and interdisciplinary platforms. The prime event under for this cause will be a meeting of Ambassadors of various countries in India to set the course for the formation, utilization and sustenance of such an alliance.

### Global Ayurveda Status Meeting

A session to know the status of Ayurveda outside India and to explore possible from either sides of the borders the

possibility to collaborate and make knowledge, products and services. The representatives of global Ayurveda community assemble to present the status report of Ayurveda in their respective countries and to engage with Indian partners for collaborations to optimize efforts of an ethical globalization.

# **Global Soft Power Summit (Traditional Medicine)**

India is one of the oldest countries to use its knowledge based soft powers, like Ayurveda and Yoga, which appealed and attracted many from across the world. This session will be perhaps first of an attempt to bring together official representatives of all countries having a traditional medicine background to share experiences and strategies.



2023

# **International Business Meet**

The emphasis of these Business Sessions will be to promote the trade and exports of Ayurveda products and services. Potential importers and traders, industry associations and consultants in the field of Ayurveda, herbal products, dietary supplements and nutraceuticals from across the world will attend these Sessions. Representatives of global Ayurveda community, policy makers of various governmental and non-governmental organizations will present various topics relate to market understanding policy frameworks, investment and networking opportunities.

There will be also sector wise presentation of industries to identify the problems in national and international markets, the quality and safety standards of products and services and the financial support systems for Ayurveda industry.

There will be many associated events which will be of interest to delegates participating in international seminar'

#### AROGYA 2023 **GLOBAL AROGYA EXPO**

Global Arogya Expo is always an integral part of the Global Ayurveda Festival, which is a platform for showcasing businesses and entrepreneurs in Ayurveda and allied Sector. The Expo brings together Businesses, Organisations and other institutions from across the globe to showcase their products, services, and technologies related to Ayurveda. The Expo provides a unique opportunity for visitors to

explore and experience the world of Ayurveda, including Ayurvedic medicines, herbal products, wellness services, and Ayurvedic equipment. It also facilitates interactions between exhibitors and visitors, providing a space for networking, collaboration, and sharing of knowledge and expertise. The Arogya Expo is an important component of the Global Ayurveda Festival, promoting Ayurveda as a viable and effective system of medicine, and contributing to the growth and development of the Ayurveda industry.

#### **MEDICAL TOURISM MEET**

The Medical Tourism Meet is an event that brings together medical tourism professionals, travel operators, and Ayurveda practitioners to explore opportunities for growth and development of the Ayurveda tourism industry. The meet focuses on promoting Ayurveda for tourists seeking wellness and rejuvenation and exploring ways to develop and market Ayurveda tourism packages to attract international visitors. The Global Medical Tourism Meet provides a platform for networking, knowledge sharing, and collaboration among stakeholders in the Ayurveda tourism industry, and facilitates discussions on policy frameworks, regulatory guidelines, and best practices for promoting and developing Ayurveda tourism. The meet is an important component of the Global Ayurveda Fest, contributing to the growth and development of the Ayurveda industry and promoting India as a global destination for Ayurveda tourism.

#### **AYURVEDA MSME MEET**

The GAF Ayurveda MSME Meet is an important component of the Global Ayurveda Fest, which focuses on promoting micro, small, and medium enterprises (MSMEs) in the Ayurveda industry and the importance and creation of their clusters. The meet will focus on three aspects of Ayurveda industry:

- > Pharmaceuticals (manufacturing, products)
- > Services (clinical, hospitals)
- > Women startups

It will provide a platform for MSMEs in the Ayurveda sector to showcase their products, services, and innovations, and to connect with potential investors, customers, and partners. The meet also includes panel discussions,

workshops, and presentations on topics related to MSME development in the Ayurveda industry, including funding opportunities, regulatory guidelines, and market trends. The GAF Ayurveda MSME Meet aims to support the growth and development of small and medium businesses in the Ayurveda sector, and to promote the use of Ayurveda products and services among a wider audience.

#### POLICY PERSPECTIVES PLATFORM

The GAF Policy Perspectives Platform is an important component of the Global Ayurveda Fest, which provides a platform for discussions on policy frameworks and regulatory guidelines related to Ayurveda. The platform brings together policymakers, industry leaders, and experts from around the world to discuss and share insights on policy developments and initiatives related to Ayurveda. The platform aims to promote dialogue and collaboration among stakeholders in the Ayurveda industry, and to provide a space for discussing policy on Public health, Foreigner's Travel & Safety, Regulatory policies, Educational Polices and Research Policies. The GAF Policy Perspectives Platform would make the proceedings and follow up the recommendations with the concerned policy makers.

#### **AYURVEDA INVESTORS MEET**

The GAF AIM: Ayurveda Investors Meet will be one of the flagship components of this year's GAF, and it provides a platform for investors and entrepreneurs to connect and explore investment opportunities in the Ayurveda industry. The meet brings together investors, venture capitalists, and business leaders interested in the Ayurveda sector to network, share ideas, and learn about investment opportunities in the field. The meet also includes panel discussions, presentations, and pitches from Ayurveda



start-ups and companies seeking funding. The GAF Ayurveda Investors Meet aims to promote investment in the Ayurveda industry, support the growth and development of Ayurveda start-ups and businesses, and contribute to the overall development of the Ayurveda industry.

#### **AYURVEDA INNOVATION CONCLAVE**

The GAF Innovation Conclave 2023 is a forum for young and emerging leaders in the field of Ayurveda to come together, share ideas, and discuss the future of Ayurveda. This conclave aims to bring together students, young practitioners, and researchers to discuss the latest trends, research, and developments in Ayurveda and its applications. The GAF Future Leaders Conclave will cover

a range of topics related to Ayurveda, including the use of technology in Ayurvedic practice, the role of Ayurveda in preventive healthcare, the impact of Ayurveda on mental health, and the integration of Ayurveda with modern medicine. Participants will also discuss the challenges facing Ayurveda, such as the need for standardization and quality control, and explore ways to overcome these challenges. The GAF Future Leaders Conclave is a unique opportunity for young professionals to engage with the future of Ayurveda and contribute to its growth and development.

# **Outcomes Expected**

- > Capacity building of AYUSH Stakeholders regarding various aspects of international cooperation in areas of academics, research international business development.
- > Creation of a Government to Government, Business to Business interface between Ayurveda stakeholders in India and global community
- > Knowledge creation and management through trans-disciplinary and transnational cooperation.
- > Strategic and policy making support for pro Ayurveda ecosystem
- > Issue resolution regarding Government restrictions and policies.

#### PARTNER ORGANISATION



Association of Manufactures of Ayurvedic Medicines



Kerala State Govt. Ayurveda Medical Officers Association



Kerala Govt. Ayurveda Medical Officers' Federation



Ayurveda Promotion Society



Ayurveda Teachers Association



Akhila Kerala Govt. Ayurveda College Adhyapaka Sanghatana



Kerala State Govt Ayurveda Specialist Medical Officers Association



Private Ayurveda Medical Practitioners Association



Private Ayurveda College Teachers Organization



Teachers' Association



Kerala Private College All Kerala Private College Teachers' Association



Jignasa



Council for Ayurveda Students In Kerala

#### INTERNATIONAL PARTNERS





Brazil





Chile



Ethiopia



France







Japan

Argentina



Japan

















AADUK

















### MEDIA PARTNER









Address for communication

### 5<sup>th</sup> GLOBAL AYURVEDA FESTIVAL

CISSA, USRA-146, Udarasiromani Road, Vellayambalam, Sasthamangalam PO, Thiruvananthapuram-695010, Kerala Tele: +91471-2722151, www.gafindia.org

Email: info@gafindia.org | +91 94472 05913