



Wellness India Expo 2017

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Incorporating
Health India Expo + Biotech India Expo + Organic India Expo

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Halls 7, Pragati Maidan, New Delhi



Organiser



Exhibitions India Group

Co-Organizer



India Trade Promotion Organisation (ITPO)
(A Government of India Enterprise)
Department of Commerce



WELLNESS INDIA EXPO



The Wellness Economy

The global **wellness economy** encompasses many industries that enable consumers to incorporate **wellness** into their lives — how they live, work, play, and travel, etc. Collectively, the global **wellness economy** was estimated at almost US\$4 trillion in 2016.

In India, lifestyles and environmental pressures are

giving rise to a host of ailments ranging from high cholesterol, heart and liver related, as well as non-communicable diseases such as cancer, diabetes, and chronic respiratory diseases due to air pollution. Sedentary living and work related diseases lead to stress related disorders, and obesity, accentuated by lack of exercise, play and leisure activities.

Health India



Greater awareness of the profound health benefits of living a balanced lifestyle through alternative medicines, therapeutic treatments, wholesome and healthy diets, wellness foods, physical fitness, peace of mind, etc., is emerging as an important attribute for most Indians.

Alternate therapy and beauty & fitness contribute significantly to the wellness industry in India. The wellness industry, generally driven by the urban population in India, is estimated to grow by 20-30 per cent year-on-year. In 2015-16, the Indian health & wellness market was estimated at US\$ 9.5



billion, and the Indian government has signalled its commitment to local investment in nutrition science and innovation, with the long-term goal of making India a global hub for *wellness* foods.

India is the largest supplier of ayurvedic medicines and herbs in the world, and the government has set up a dedicated department for Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) to provide impetus to these ancient healthcare systems.

- India is the second largest exporter of ayurvedic and alternative medicine in the world
- In 2016, India's alternative medicine market was estimated at US\$ 1.8 billion, and is expected to reach US\$ 2 billion by 2021
- The ayurved sector is fueling growth to medical tourism
- Worldwide demand for yoga is growing exponentially, and the market is estimated to be US\$ 80 billion annually.

Biotech India



Advances in biotech have brought enormous improvements, including nutritionally-enhanced fruits and vegetables. Biotech is helping to create a new generation of healthier oils from soybeans, canola and sunflowers, with lower saturated fat content, to control epidemic levels of obesity. Vitamin A, which is critical for eyesight and anemia prevention, is found in *golden rice*, a biotech product.

There are hundreds of biotech drug products, and vaccines, currently in clinical trials, targeting diseases such as various cancers, alzheimer's disease, heart disease, diabetes, multiple sclerosis, aids and arthritis.

Driven by a range of factors, such as growing demand, intensive R&D activities, and strong government initiatives, the Indian biotech industry is on a fast track with US\$ 11 billion in 2016 revenues, and expected to reach US\$ 100 billion by 2025.

- The Indian biotech sector is divided into five major segments, including bio-pharma (64% share), bio-services (18% share), bio-agri (14% share), bio-industrial, including biofuels (3% share), and bio-informatics (1% share): Reference 2016 statistics from IBEF and Make in India
- Key drivers for growth of the Indian biotech industry are increasing investments, outsourcing activities, exports, and the government's thrust to this sector
- India ranks 3rd in the Asia Pacific region, and 12th in the world as a biotech destination
- India has the 2nd highest number of United States Food & Drug Administration (USFDA) approved pharma plants
- India is the largest producer of Hepatitis B vaccine recombinant
- India's 1st biofuel refinery is expected to start production in Assam by 2019
- The national bio-fuel policy 2009 mandates blending of petrol and diesel at 10%, and to be 20% by 2017.



Organic India



With changing consumer perception in favour of organic products, increasing numbers of humans are choosing to follow special diets, opting to eat organic to reduce disease, cleanse their system and improve vitality.

Organic products include food and drink, medicines, herbals, textiles, etc., grown or produced without chemicals, synthetic fertilizers / pesticides / other synthetic inputs, etc. Last year, Sikkim was declared 100 percent organic by the Indian government, while Kerala has over 70% of farm products produced through organic methods. India has the world's highest number of organic producers at 650,000.

- In 2015-16, India ranked 15th in terms of the world's organic area under cultivation (1.49 million hectares cultivated, and 4.22 million hectares of forest and wild areas) certified as organic
- In 2015-16, India produced around 1.35 million MT of certified organic products (including fruit and vegetables, coffee and tea, cereals & millets, cotton, dry fruit, medicinal plants, oil seeds, pulses, spices, sugarcane, etc.)
- During 2015-16, India exported 263,687 MT of organic edible products worth US\$ 298 million to Australia, Canada, the EU, Korea, Middle East, New Zealand, South Africa, South East Asia, Switzerland, US, etc.)
- Organic fiber / clothing are made from buckwheat, cotton, jute, kapok, silk, ramie, wool, etc., grown in compliance with organic standards

- India is the world's largest producer of organic cotton grown by over 200 producer groups, covering almost 45% of the total area under organic cultivation
- Increasing awareness for social and environmental issues among consumers and companies has led to strong growth of the organic cotton market over the past decade
- The National Program for Organic Production (NPOP) has developed the Indian Standard for Organic Textiles (ISOT)
- During 2004 to 2011, the area of organic vineyards in India tripled from 88,000 to 256,000 hectares.





Exhibitor Profile

- Academic / R&D institutions
- Alternative medicine centers
- Animal fat producers / suppliers
- Ayurvedic medicine producers / products
- Ayush institutions / products
- Beverages producers / products (herbal / organic / probiotic, etc.)
- Bio-pesticides products / manufacturers
- Bio-pharmaceutical producers / products
- Bio-energy producers / services
- Bio-fertilizers producers / products
- Bio-fuels
- Bio-informatics & IT in biotechnology
- Bio-medical devices
- Biotech producers / products
- Biotech states of India
- Clinical trials organizations
- Contract research & manufacturing
- Cosmeceuticals producers / products
- Diagnostics & instrumentation
- Fitness / slimming centers / diet clinics equipment & products
- Health foods & beverages
- Health tourism, insurance and travel agencies
- Herbal producers / products
- Herbicides manufacturers
- Hospital & healthcare centers
- IP consultancies & law firms
- Lab equipment manufacturers, resellers & suppliers
- Machinery & equipment (packaging / process engineering, etc.)
- Medical technology
- Medicines producers / products (ayurvedic / herbal / homeopathy / organic / siddha / unani, etc.)
- Nutraceuticals producers / products
- Organic certification and inspection (e.g. Control Union Certification)
- Organic cosmetics producers / products (colour cosmetics, fragrances, hair & skin care, etc.)
- Organic farms
- Organic fertilizer / pesticides producers / products

- (including manure)
- Organic fiber / yarn producers / suppliers (buckwheat, cotton, jute, kapok, silk, ramie, wool, etc.)
- Organic textiles / garments producers / products
- Organic food producers / products (cereals / grains / fruit / nuts / oil seeds / spices / sugar / vegetable, etc.)
- Organic waste suppliers (crop, animal & farm, aquatic waste)
- Probiotic producers / products
- Spa / wellness centers / resorts (equipment / products, etc.)
- Specialized retail (health, herbal, organic foods and products, etc.)
- Yoga institutes / schools

Visitor Profile

- Academia & students
- Analysts
- Beauticians
- Biotech and allied agencies
- Business associates
- Channel partners
- Chemists & bio-chemists
- Doctors
- Exporters
- Health trainers
- Hospitality industry
- Investment community
- Manufacturers
- Microbiologists & pathologists
- Farmers
- Purchase managers
- Regulators & policy makers from state & central governments
- Researchers & scientists
- Retailers / distributors
- Suppliers
- Spa & wellness centres
- Tourism industry
- Trade offices
- Yoga institutes / schools, etc.

