

## AYUSH with FICCI seeks attention on healthcare and wellness

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**'International Arogya 2019'- 2nd International Exhibition & Conference on AYUSH & Wellness to begin from 19th December in Varanasi**



The 2<sup>nd</sup> International Conference and Exhibition on AYUSH and Wellness, 'International Arogya 2019', is being organized in Varanasi from December 19 – 22, 2019.

The four-day conference and exhibition is organized by Federation of Indian Chambers of Commerce & Industry (FICCI), jointly with Ministry of AYUSH, Ministry of Commerce & Industry, Government of India along with Pharmexcil.

On the theme 'An integrative system of healthcare and wellness for the world', the event will showcase the strength and scientific validation of traditional Indian systems of medicine in the global context, including Ayurveda, Yoga and Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy (AYUSH), and facilitate their worldwide promotion, development and recognition.

Arvind Varchaswi, Chairman, FICCI AYUSH Committee and Managing Director, Sri SriTattva said, "The whole world is looking towards India for natural and holistic health care solutions through Ayurveda. International Arogya 2019 will open new doors of opportunities for trade and collaboration with world partners as well as for research & development of new formulations. FICCI & Government of India are working together to showcase the immense potential that the AYUSH System of medicine holds for the entire world."

Along with the exhibition, International Arogya 2019 will also organize sessions and panel discussions on relevant topics like- Indian CEOs' Roundtable; Mainstreaming The Brand Through Global Strategies; Integration of AYUSH Services in Modern Healthcare; Global Regime and Standardization of AYUSH products and services; Value Chain Integration and Providing Quality Raw Materials, and Prevention & Management of Urban Lifestyle Diseases.

After the successful first edition held in December 2017, International Arogya 2019 will witness a large number of delegates and buyers from India, as well as international delegates from 60 countries including importers, regulators and Government officials.

The international summit is expected to witness the participation of over 250 manufacturers of alternative medicine, who will showcase their products & services. The mega event will bring key stakeholders of AYUSH sector under one roof, help boost exports of AYUSH products, showcase latest research and developments in alternative medicine systems of India and harness the potential of this fast-growing and globally emerging sector.