



**INDIA⁺
HEALTHPLUS**
India's Premier Medical Tourism Expo



Dhaka, Bangladesh

International Convention City Bashundhara (ICCB)

5th & 6th May 2017

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www.indiahealthplus.com

Medical Tourism In India

The past decade has seen India becoming one of the most sought after destinations for medical travel, globally. Indian hospitals have the latest technologies and infrastructure, coupled with highly qualified doctors and support staff who provide world class medical services. Also, the costs for medical procedures offered by Indian hospitals are much lower than those offered globally.

Indian people are also well known for their hospitable nature and fluency in English which is an added advantage for medical tourists who prefer India over other destinations, worldwide. India's medical tourism market is expected to more than double in size from USD 3 billion at present to around USD 8 billion by 2020.

***Source**

<http://economictimes.indiatimes.com/industry/healthcare/biotech/healthcare/indian-medical-tourism-industry-to-touch-8-billion-by-2020-grant-thornton/articleshow/49615898.cms>



The 'India Health Plus' Exhibition Series

The 'India Health Plus' Exhibition series are being organised with a clear focus to promote India as the preferred medical and wellness destination for patients from across the globe. The exhibition will provide the much needed platform for Indian hospitals to reach out to their target audience in countries that have exhibited a sustained growth pattern of patients visiting India on medical visas. The exhibition aims to create maximum interaction and meeting opportunities between prospective medical tourists, medical practitioners, hospitals, tourism companies and consultants in an extremely proactive forum.

India Health Plus has proposed exhibitions in Bangladesh, Oman, Dubai, Sri Lanka, Mauritius and Africa in the FY 2017-18 as these countries dominate the inbound Indian medical tourism sector. Participation in the India Health Plus Exhibition series would ensure a strong positioning for your hospital in these rapidly growing markets as well as confirm your reach to a focused audience.

Some Numbers

Year 2014			
Nationality	Medical Visa	Attendant Visa	Total
Bangladesh	31,313	28,979	60,292
Oman	2,937	2,390	5,327
Nigeria	7,351	5,805	13,156
Uzbekistan	2,354	2,212	4,566
Kenya	2,263	2,356	4,619
Yemen	3,933	4,644	8,577
Maldives	1,706	985	2,691
Tanzania	3,100	2,545	5,645
Sri Lanka	1,345	882	2,227
Myanmar	559	558	1,117
Uganda	539	457	996
Mauritius	462	600	1,062

Year 2015			
Nationality	Medical Visa	Attendant Visa	Total
Bangladesh	68,034	52,354	1,20,388
Oman	4,728	3,580	8,308
Nigeria	5,765	4,877	10,642
Uzbekistan	3,406	2,992	6,398
Kenya	3,137	3,263	6,400
Yemen	2,550	2,741	5,291
Maldives	1,132	704	1,836
Tanzania	3,352	2,815	6,167
Sri Lanka	1,933	1,096	3,029
Myanmar	716	638	1,354
Uganda	563	502	1,065
Mauritius	527	647	1,174

Year 2016 (till June)			
Nationality	Medical Visa	Attendant Visa	Total
Bangladesh	47,991	36,539	84,530
Oman	6,606	4,810	11,416
Nigeria	2,425	1,939	4,364
Uzbekistan	2,288	1,892	4,180
Kenya	1,751	1,833	3,584
Yemen	1,469	1,408	2,877
Maldives	1,542	1,001	2,543
Tanzania	1,248	1,023	2,271
Sri Lanka	1,084	635	1,719
Myanmar	392	332	729
Uganda	311	307	618
Mauritius	217	276	493



Source: - <http://164.100.47.234/question/annex/240/Au1168.doc>

Bangladesh ranked first with almost 1.2 Lac nationals visiting India for medical and wellness treatments in the year 2015. Keeping this in view, the proposed exhibition at Dhaka shall provide further impetus to medical and wellness tourism from Bangladesh.

Why Participate at The India Health Plus Exhibition?

- Get a hands-on experience in the most potent inbound medical tourism destinations for India and create your network across Bangladesh
- Showcase your capacities and promote your services to an extremely focused audience who are looking at treatments and associations in India
- Position your hospital expertise and cost benefits as compared to other developed countries
- Opportunity to have a one-to-one dialogue with potential medical tourists & medical treatment seekers
- Appoint consultants and representatives to generate opportunities in Bangladesh



Participant Profile

- Hospitals
- Super Specialty Services
- Cosmetics & Cosmetology
- Diabetes Care
- Health & Wellness
- Mother & Child
- Weight Loss, Sports & Fitness
- Dental Care
- Heart Care
- Orthopaedic Treatment
- Bariatric Surgery
- Vision Care
- Alternative Medicine
- Ayurvedic & Unani Hospitals
- Yoga & Rejuvenation Centres
- Naturopathy Hospitals
- Physiotherapy Centres
- Post-Operative Care Centres
- Panchkarma Centres
- Tourism Departments of State Governments
- Medical Tourism Facilitators
- All related medical & wellness service providers

Visitor Profile

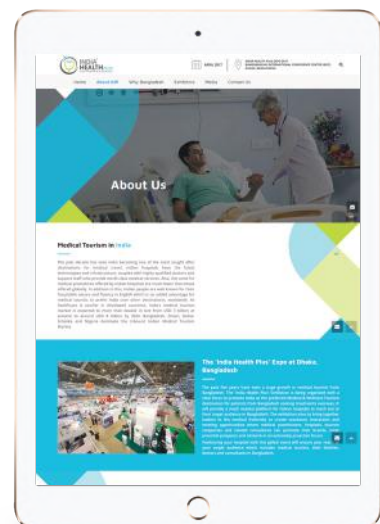
- Prospective Medical Tourists
- Medical Practitioners
- Wellness & Ayurveda Consultants
- Senior Citizens
- Emergency Centres
- Health & Fitness Enthusiasts
- Importers & Exporters of Medical Equipments
- Medical Associations
- Ministry & Government Officials
- Travel & Tourism Consultants / Operators
- Weight Loss Consultants
- General Public



Media Plan & Promotions

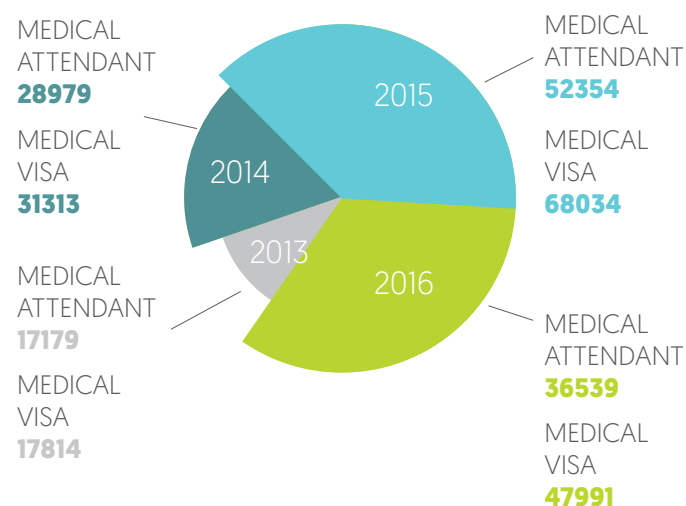
A comprehensive advertisement campaign has been planned to promote the India Health Plus exhibitions.

- Press ads in all leading newspapers
- The advertisement campaign will be specially designed to promote India as the premier healthcare destination for patients and invite prospective medical tourists to visit the expo
- A series of press notes and reviews in the leading newspapers
- Invitations will be sent across through various mediums such as Emails, SMS & Radio
- Special Invitations to select invitees which include leading doctors and HNIs in Bangladesh
- Strong digital marketing campaigns which would include various social media such as Twitter, Facebook, etc.



Why Bangladesh?

- Over the last few years, India has witnessed highest number of medical tourists from Bangladesh. In the year 2013, around 34,953 medical tourists visited India for various treatments whereas in 2014 the figure jumped to 60,292. Year 2015 saw 1.2 lac Bangladeshis coming to India for their treatment. In the first six months of the year 2016, the figures stood at 84,530, which is more than half of total number of tourists visiting in whole of year 2015.
- The Indian Medical Tourism market is expected to grow from its current size of USD 3 billion to USD 7-8 billion by 2020. Bangladesh and Afghanistan dominate the Indian Medical Value Travel (MVT) with 34 percent share.
- The cost of medication in Bangladesh is high compared to the costs in India. Since the average monthly income is very low, many find medical treatments unaffordable & prefer treatment in India at a lower cost.
- India is a convenient option for Bangladeshi nationals because of its proximity and similarity in culture, food and language.
- Ease of getting medical visa, accompanied by the seamless access to Indian hospitals and wellness centres make India the most preferred destination for Bangladeshi medical tourists.
- Travel costs and time from Bangladesh to any destination in India being very low, Bangladeshi nationals prefer India over other countries for medical tourism.



Deliverables shall be octonorm stall structure, carpet under stall, fascia name, 3 spot lights, one table, two chairs, 1 power supply socket of 5 watt, waste paper basket. Basic power supply shall be provided at the stall. For additional requirements, please intimate the organizers at least 20 days in advance. Necessary arrangements shall be made at extra cost.



INDIA⁺ HEALTH⁺PLUS

India's Premier Medical Tourism Expo

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🌐 www.indiahealthplus.com

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Note:-

- 1) Exhibition Venue / Dates / Rates / Taxes / Layout are subject to change.
- 2) Stalls will be strictly allotted on "first come first serve basis".
- 3) Stall booking will be confirmed only after receipt of duly completed application form.
- 4) For Terms & Conditions / Disclaimer refer our website www.indiahealthplus.com
- 5) All disputes are subject to Pune jurisdiction.