

INVITATION
for
SANJEEVANI - An International Event on Healthcare and Wellness

The Service Export Promotion Council (SEPC) with the support from Ministry of Commerce and Industry, Govt. of India is pleased to announce that the second edition of **“SANJEEVANI - An International Event on Healthcare and Wellness** from **13th September 2024 to 15th September 2024 at Chennai Trade Centre, Nandambakkam, Chennai, Tamil Nadu.** (Exhibition Dates are 13th & 14th Sept'24 and Overseas Delegates Hospital visit on 15th Sep'24).

SANJEEVANI (India Heals) will be a great opportunity to showcase the immense potential of India's Healthcare and Wellness Industry and attract investments to boost its growth. The entire event will cover Exhibition, B2B meetings, Live Case Studies, Knowledge session on MVT, Healthcare and Wellness. More than 250 foreign buyers from Africa, ASEAN, CIS and WANA regions will be participating in B2B meetings under Hosted Buyer Category. SANJEEVANI is designed to foster business opportunities through focused B2B Sessions, distinguishing itself with innovative formats and value additions. With the invaluable support from your office, the event anticipates the participation of over 250 Foreign Delegates worldwide. A Copy of the post event report is enclosed for your kind reference.

SEPC, with the backing of the Ministry of Commerce & Industry, Govt. of India, will cover the to-and-fro economy class airfare (part/full) and hospitality for selected service importers/business visitors as mentioned above (details attached). Foreign Delegates can register at the below link:

www.servicesepec.org/sanjeevani/overseasdelegateregistration

A copy of event brochure is enclosed herewith for your ready reference. For further clarifications / queries, kindly contact the following SEPC officials;

Mr. Mohit Arora, Assistant Director,

Email Id: sanjeevani.fb@servicesepec.org

Ms. Radha Sharma, Senior Assistant, Email Id:

sanjeevani.fb@servicesepec.org

FOR OVERSEAS HOSTED DELEGATES

Based on selection process and decision of the screening committee, SEPC will be hosting registered overseas delegates under below mentioned categories.

A) Air-ticket and hotel accommodation for event Nights during the event dates (SEPC will be providing Air ticket and Hotel).

B) Air-ticket reimbursement and hotel accommodation (SEPC will be providing the reimbursement against the Air ticket purchased by the approved delegates).

C) Only hotel accommodation for event nights during event dates (SEPC will provide the hotel accommodation after receiving the confirmed air-ticket from the delegates approved under this category).

Air-ticket reimbursement details:

Services Export Promotion Council (SEPC) will cover part air fare and full accommodation for people confirming with copy of air ticket for selected delegates. The details of reimbursement are as below:

- ▶ **LAC, NORTH AMERICA, CANADA**
Maximum reimbursement of Airfare USD 1,000 or the Air-ticket amount, whichever is lower.
- ▶ **AFRICA**
Maximum reimbursement of Airfare USD 850 or the Air-ticket amount, whichever is lower.
- ▶ **Commonwealth of Independent States**
Maximum reimbursement of Airfare USD 550 or the Air-ticket amount, whichever is lower.
- ▶ **European Union & Rest of the World**
Maximum reimbursement of Airfare USD 550 or the Air-ticket amount, whichever is lower.
- ▶ **ASEAN + 2**
Maximum reimbursement of Airfare USD 550 or the Air-ticket amount, whichever is lower.
- ▶ **Middle East**
Maximum reimbursement of Airfare USD 550 or the Air-ticket amount, whichever is lower.
- ▶ **SAARC**
Maximum reimbursement of Airfare USD 550 or the Air-ticket amount, whichever is lower.



SANJEEVANI 2024

HEALTHCARE AND WELLNESS EXPO

13th - 15th September, 2024
Chennai Trade Centre, Nandambakkam , Chennai, Tamil Nadu



International Exhibition



B2B Meetings



International Healthcare conference

Organised by

SEPC

SERVICES EXPORT PROMOTION COUNCIL
(Set up by Ministry of Commerce and Industry, Government of India)
www.servicsepc.org

Supported by



Department of Commerce
Ministry of Commerce and Industry
Government of India

ABOUT SANJEEVANI 2024

Sanjeevani signifies the “Life Force” that gives something its vitality and strength. India Heals, a Health and Wellness initiative supported by the Ministry of Commerce and Industry and organized by Services Export Promotion Council (SEPC) showcases the capabilities of India as a destination for Healing and Wellness. It provides a platform to promote Indian Healthcare Services on a global scale and to forge sustained partnership amongst countries while unlocking numerous business opportunities in the healthcare industry.

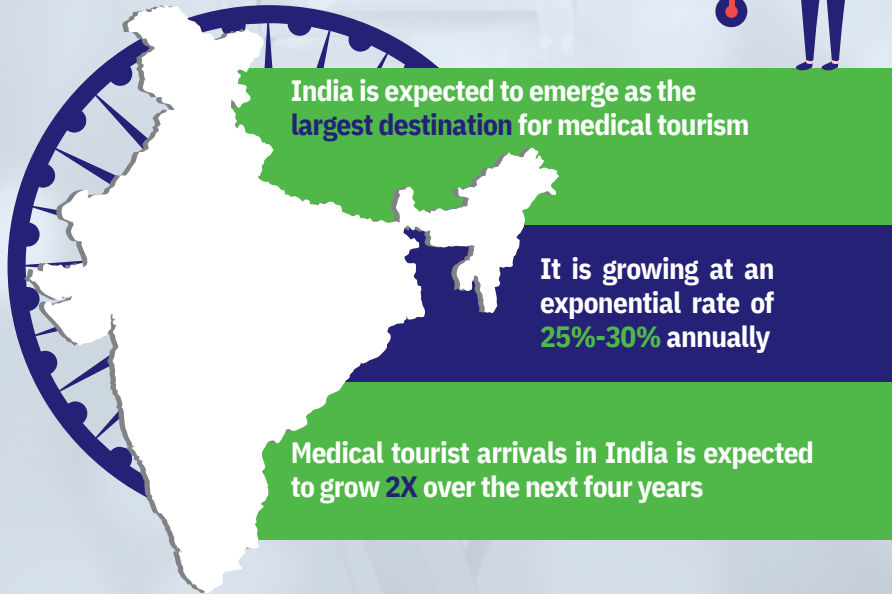
INDIAN HEALTH TOURISM IS RISING EXPONENTIALLY



India is expected to emerge as the largest destination for medical tourism

It is growing at an exponential rate of 25%-30% annually

Medical tourist arrivals in India is expected to grow 2X over the next four years



INDIA HEALS 2024 WILL WITNESS PARTICIPATION FROM AROUND

75+
COUNTRIES 

100+
INDIAN EXHIBITORS 

200+
FOREIGN BUYERS 

5000+
VISITORS 

WHO SHOULD EXHIBIT



HOSPITALS/
MEDICAL CENTRES



MEDICAL VALUE TRAVEL
FACILITATORS



HEALTH TECH



MEDICAL DEVICES



WELLNESS &
AYURVEDIC CENTRES



PARAMEDICAL/
HEALTHCARE INSTITUTES



HEALTHCARE
RESEARCHERS



MEDICAL INSURANCE
COMPANIES



PHARMA SERVICES



YOGA INSTITUTES



AUXILIARY SERVICES



HOSPITALITY INDUSTRY



REHABILITATION CENTRES



COSMETIC SURGERY



HAIR TRANSPLANT



DENTAL SERVICES



TELEMEDICINE

OVERSEAS DELEGATES & EXHIBITORS

FOR BUSINESS AND COLLABORATION

- HOSPITALS
- MEDICAL INSURANCE COMPANIES
- GOVERNMENT MEDICAL COLLEGES
- OFFICERS FROM THE HEALTH MINISTRY
- MEDICAL TRAVEL COMPANIES
- TREATMENT REFERRAL ABROAD
- HEALTHCARE JOURNALISTS
- PATIENTS REFERRING CLINICS
- COMPANIES PROMOTING WELLNESS CENTRES



Interested foreign delegates can register on servicesepc.org/sanjeevani to avail to-and-fro economy class air-tickets and accommodation during the event, subject to selection and approval from the selection committee.

Scan the QR code below for more information:



OPPORTUNITIES GALORE

- UNLOCK WORLDWIDE BUSINESS OPPORTUNITIES
- DISCOVER NETWORK
- PRE-FIXED BUSINESS MEETINGS

13-15 September 2024

CHENNAI TRADE CENTER (CTC COMPLEX)
NANDAMBAKKAM, CHENNAI, TAMIL NADU



Services Export Promotion Council (SEPC) setup by the Ministry of Commerce and Industry, Government of India has been instrumental in supporting the efforts of the Indian service exporting community, and in positioning India as a reliable supplier of high quality services. SEPC provides a global platform for increasing trade in services, enhancing strategic cooperation and strengthening multilateral relationships between all stakeholders in the industry.

OUR PARTNER



www.servicsepc.org [Sepec_India](https://twitter.com/Sepec_India) [Services.epc.india](https://www.facebook.com/Services.epc.india)

Stall Cost



| Stall Cost | Bare/Sqmt: | Shell/Sqmt: |
|-------------|------------|-------------|
| Members | 14,000 | 15,000 |
| Non Members | 15,000 | 16,000 |

Notes: (1) *Bare.space will not be given less than 18 sqm (2) *The above cost mentioned for sponsorship and stall is excluding GST

For Registration/Information:

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Supported by

Host State

Organised by



Department of Commerce
Ministry of Commerce and Industry
Government of India



Ministry of AYUSH
Government of India



SANJEEVANI 2024

HEALTHCARE AND WELLNESS EXPO

28th - 30th March, 2024

Chennai Trade Centre, Nandambakkam, Chennai, Tamil Nadu



POST SHOW REPORT



ABOUT THE

“SANJEEVANI” 2024

An International Event on Medical Tourism

The Services Export Promotion Council (SEPC), in association with The Ministry of Commerce and Industry, organized the first edition of the Reverse Buyer Seller Meet under the brand name "Sanjeevani - An International Event on Medical Tourism" from March 28th to 30th, 2024, in Chennai, Tamil Nadu. The event aimed to enhance strategic cooperation and develop synergies between players in the Indian Healthcare Services sector and their global counterparts.

Sanjeevani 2024 is a Health and Wellness Initiative launched by SEPC to showcase India's capabilities as a destination for Healing and Wellness Services. It is a global B2B marketplace created under the Market Access Initiative (MAI) of the Department of Commerce to promote the Indian Healthcare and Wellness Industry to international markets.

The three-day event featured five major programs:

1. Exhibition - Showcasing the latest advancements and services in the healthcare and wellness sector.
2. B2B Meetings - Facilitating business interactions between Indian and international stakeholders.
3. Facility Visits - Offering tours to healthcare and wellness facilities to demonstrate India's capabilities.
4. Award Show - Recognizing excellence and innovation in the healthcare and wellness industry.
5. Pitching Sessions and Knowledge Sharing - Providing a platform for sharing insights and pitching new ideas and solutions.

Programme Schedule

Sanjeevani 2024

Chennai Trade Centre, Chennai | 28 - 30 March 2024

Day - 1 (28.03.2024)

| Date | Time | Description |
|------------|----------------------|--------------------------------------------------------------------------------|
| 28.03.2024 | 10.00 am to 11.00 am | Inauguration (Keynote Speech on MVT, Knowledge Paper on MVT and Portal Launch) |
| | 11.00 am to 1.00 pm | Patient Case Studies (Seminar Area) |
| | 1.00 pm to 2.00 pm | Lunch Break |
| | 2.00 pm to 4.30 pm | Patient Case Studies (Seminar Area) |

Patient Case Studies Presented by:

| Time | Hospital | Topic | Speaker | Department |
|----------------------|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|---------------------------------------------|
| 11:00 am to 11:50 am | Yashoda Super Speciality Hospitals | <ul style="list-style-type: none"> Robotic Radical Nephrectomy, Robotic Nephrectomyopic Open reduction & fixation of Acetabular fracture, Regenerative therapy in form of Curettage & stem cell insertion | Dr. Vaibhav Saxena Dr. Amit Sharma | Urologist Orthopedic Surgeon |
| 12:00 pm to 12:50 pm | HCG Hospitals | <ul style="list-style-type: none"> Carcinoma Lung Adenocarcinoma Stage IV Disease Acute Promyelocytic Leukemia | Dr. Sridhar P. S. Dr. Nataraj K. S. | Radiation Oncology Hemato Oncology & BMT |
| 02:15 pm to 03:00 pm | Sri Ramachandra Medical Centre | Advanced Surgical Oncology Procedures | Dr. Balasubramanian V | Surgical Oncology |
| 04:00 pm to 04:45 pm | Nethradhama Super Speciality Eye Hospital | Quality Excellence using the Advanced technology in Eye Surgeries/Treatment and Paediatric Cataract Surgery | Mr. Mehrr Nath Choppra | Chief Business Officer |

| | | |
|--------------------------|--------------------|------------------------------------------------------------------------------------|
| B2B (Session - 1) | 2.30 pm to 5.00 pm | Structured B2B Meetings (B2B Lounge) |
| | 5.00 pm to 6.00 pm | Healthcare Excellence Awards for Indian Healthcare Service Provider (Seminar Area) |
| | 6.00 pm to 7.00 pm | Felicitation to overseas delegates (Seminar Area) |
| | 7.00 pm onwards | Networking Dinner and Music |

Day - 2 (29.03.2024)

| | | |
|--------------------------|-----------------------|-------------------------------------------------------------------------------------------------|
| B2B (Session - 2) | 10.30 am to 1.00 pm | Structured B2B Meetings (B2B Lounge) |
| | 11.30 am to 12.20 pm | Panel Discussion - 1 : (Heal in India and Heal by India-- Envisioning One Earth, One Health) |
| | 12.30 noon to 1.20 pm | Panel Discussion - 2 : (Digitization-- A key enabler of modern healthcare delivery mechanism) |
| | 1.00 pm to 2.00 pm | Lunch Break |
| | 2.30 pm to 3.20 pm | Panel Discussion - 3 : (Role of Insurance in the growth of MVT) |
| B2B (Session - 3) | 2.00 pm to 4.30 pm | Structured B2B Meetings (B2B Lounge) |

Day - 3 (30.03.2024)

HOSPITAL VISITS IN CHENNAI : • Apollo Hospital • SRMC Hospital • SIMS Hospital • Parvathi Hospital





SANJEEVANI 2024

HEALTHCARE AND WELLNESS EXPO

Organised by Services Export Promotion Council

An International Event on Medical Tourism

Services Export Promotion Council with the support of the Ministry of Commerce and Industry, Government of India, has been taking the steps to expand the horizon of healthcare services to attract medical value tourists from across the world, the global landscape of MVT being so dynamic in nature has thrown up new challenges. The competitive environment has completely taken a new dimension. Many countries have emerged as strong competitors to India in terms of cost advantage and India needs to reorient its positioning in the global market. Having the largest pool of doctors in the world, world class hospitals, post treatment care centres, wellness centres for post and preventive healthcare measures and all related infrastructure, India is well poised to aptly position itself as a destination for "Responsible and Credible Healthcare."

In order to give impetus to this new initiative of repositioning, Services Export Promotion Council, with the support of Ministry of Commerce and Industry, Government of India, organized "SANJEEVANI" 2024 – An International Event on Medical Tourism from 28th - 30th March 2024 at Chennai Trade Centre, Nandambakkam, Tamil Nadu. The event was strategically designed to reposition India as the top destination for medical value tourism (MVT). This edition of Sanjeevani showcased India's vast pool of medical professionals, world-class hospitals, and comprehensive healthcare services, firmly establishing India's reputation as a global leader in healthcare and wellness.





“SANJEEVANI” 2024

Was jointly inaugurated by:

- Dr. Abhay Sinha, DG, SEPC
- Ms. Manisha Kumar, COO, Healthcare Global Enterprises Limited & CGC Member of Healthcare Services in SEPC
- Mr. Navneet Malhotra, Sr. Vice-President, Medanta Hospital
- Mr. Dalip Kumar Chopra, President, FHWP
- Ms. Jyoti Kaur, President, International Marketing & MVT, Yashoda Super Speciality Hospitals, Kaushambi
- Ms. Dimpi, Proprietor, Dimpi - The Astro Decoder





75+

Exhibitors



150+

Foreign Buyers



5000+

B2B Meetings



350+

Conferences



30+

Speakers



“SANJEEVANI” 2024

An International Event on Medical Tourism

Was organized by the Services Export Promotion Council (SEPC) and with the support of the Ministry of Commerce and Industry, Government of India, held from 28th to 30th March 2024 at Nandambakkam, Chennai, Tamil Nadu. The event attracted a diverse group of participants, including healthcare professionals, policymakers, and international delegates, highlighting India's prominent role in global medical tourism. The event featured three key sessions, each focusing on different aspects of India's healthcare capabilities and advancements.

Session 1: Heal in India and Heal by India—Envisioning One Earth, One Health (29.3.2024)

The first session of Sanjeevani 2024, titled "Heal in India and Heal by India—Envisioning One Earth, One Health," brought together healthcare professionals, policymakers, and industry leaders to discuss and promote India's dual healthcare initiatives.

Heal in India focuses on positioning India as a premier destination for medical value travel by leveraging its strengths in affordable, high-quality healthcare, world-class infrastructure, and skilled professionals. The session explored how India's advanced medical facilities and cost-effective treatments attract international patients, enhancing its reputation as a global healthcare hub.

Heal by India aims to export India's healthcare expertise and services to the global market. This initiative emphasizes sending Indian healthcare professionals, technologies, and medical knowledge to other countries, contributing to global health improvements. The discussion highlighted India's potential to share its healthcare advancements and play a significant role in addressing international health challenges.

Aligned with the vision of "One Earth, One Health," the session emphasized the importance of international cooperation in healthcare. It advocated for a holistic approach to global health, promoting the idea that shared resources and expertise can effectively tackle worldwide health issues. The event underscored India's commitment to enhancing global health and wellness.





Session 2: Digitization—A Key Enabler of Modern Healthcare Delivery Mechanism (29.3.2024)

The second session focused on the transformative impact of technology on the healthcare industry. With rapid technological advancements, the potential benefits include cost-effectiveness, increased accessibility, and enhanced efficiency in healthcare delivery. The creation of a digital health ecosystem can significantly impact society by facilitating effective, timely, cost-efficient, inclusive, and secure universal health care in India. Healthcare digitalization promises total ecosystem integration, ensuring health record interoperability across the sector. This seamless exchange and sharing of health information are expected to reduce paperwork and alleviate the workload of healthcare professionals. The session aimed to provide a roadmap for stakeholders in the health ecosystem to leverage digitalization for achieving revolutionary healthcare objectives.

The conference on "Digitization—A Key Enabler of Modern Healthcare Delivery Mechanism" convened healthcare professionals, technology experts, and policymakers to discuss the transformative impact of digital technologies on healthcare delivery. The event emphasized how digitization is revolutionizing the healthcare sector by enhancing efficiency, improving patient outcomes, and expanding access to medical services.

Key topics covered during the conference included:

- Electronic Health Records (EHRs): Streamlining patient data management, enabling seamless information sharing, and improving care coordination.
- Telemedicine: Expanding access to healthcare services, especially in remote and underserved areas, by facilitating virtual consultations and remote monitoring.
- Artificial Intelligence (AI) and Machine Learning (ML): Enhancing diagnostic accuracy, personalizing treatment plans, and predicting patient outcomes through data-driven insights.
- Internet of Medical Things (IoMT): Connecting medical devices and wearables to monitor patient health in real time and provide timely interventions.
- Cybersecurity: Ensuring the protection of sensitive patient information and maintaining the integrity of digital healthcare systems.

The conference highlighted the critical role of digitization in creating a more efficient, accessible, and patient-centered healthcare system. It underscored the need for continued investment in digital health technologies and collaboration among stakeholders to harness the full potential of digitization in modern healthcare delivery.





Session 3: AYUSH—India's Age-Old Formula for Holistic Well-Being

The final session of Sanjeevani 2024 focused on "AYUSH—India's Age-Old Formula for Holistic Well-Being," highlighting the significance of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy (AYUSH) in promoting comprehensive health and wellness. This session brought together practitioners, researchers, and policymakers to discuss the integration and benefits of traditional Indian systems of medicine in contemporary healthcare.

Key topics discussed included:

- **Holistic Health Approaches:** Emphasizing the importance of AYUSH practices in addressing physical, mental, and spiritual well-being.
- **Integration with Modern Medicine:** Exploring ways to incorporate AYUSH practices with conventional medical treatments to enhance overall patient care.
- **Global Reach:** Discussing the increasing global interest in AYUSH and strategies to promote these practices worldwide.
- **Research and Evidence-Based Practice:** Highlighting ongoing research and the need for scientific validation to support the efficacy of AYUSH treatments.
- **Policy and Support:** Addressing government initiatives and policies to promote AYUSH systems within India and internationally.

The session underscored AYUSH's potential in contributing to global health and well-being by offering alternative and complementary healthcare solutions. It reinforced India's commitment to promoting holistic health practices and integrating traditional wisdom with modern healthcare to achieve the vision of "One Earth, One Health."



Sanjeevani 2024 provided a comprehensive platform to showcase India's strengths in medical tourism and healthcare. The sessions underscored India's commitment to advancing healthcare through state-of-the-art medical facilities, digitization, and traditional AYUSH systems. The event reinforced India's position as a global healthcare destination and highlighted the nation's potential to contribute significantly to global health and well-being.



Image Highlights from “SANJEEVANI” 2024





Image Highlights from “SANJEEVANI” 2024



SEPC proudly organized a prestigious award function for healthcare sectors at Sanjeevani 2024 in Tamil Nadu, celebrating excellence and innovation, and honoring the remarkable contributions and achievements within the industry.

A laurel wreath made of golden leaves encircles the text "Healthcare Excellence Awards for Indian Healthcare Service Providers". The text is centered and written in a golden, serif font. The background behind the wreath is dark with vertical light streaks.

**Healthcare
Excellence
Awards
for
Indian Healthcare
Service Providers**

AWARD CATEGORIES

- **CARDIOLOGY**

- a. Interventional Cardiology
- b. Cardiac Surgery
- c. Paediatric Cardiology

- **ORGAN TRANSPLANT**

- a. Kidney Transplant
- b. Liver Transplant
- c. Heart Transplant
- d. Lung Transplant
- e. Limb Transplant
- f. Pancreas Transplant

- **ONCOLOGY**

- a. Medical Oncology
- b. Surgical Oncology
- c. Radiation Oncology
- d. Bone Marrow Transplant

- **NEUROSCIENCES**

- a. Neurology
- b. Neurosurgery
- c. Neurorehabilitation

- **ORTHOPAEDICS**

- a. Hip And Knee Joint Replacement
- b. Orthopaedic Rehabilitation

- **IVF**

- **BIGGEST MEDICAL VALUE TRAVEL COMPANY**

- **FAST GROWING HOSPITAL IN MVT**

- **MOTHER & CHILD SERVICES**

- **AYURVEDIC WELLNESS HOSPITAL**

- **MINIMAL INVASIVE SURGERY**

- **OPHTHALMOLOGY SERVICES**

- **AYURVEDIC HOSPITAL**

- **HEALTHTECH MVT COMPANY**

- **CHILDREN'S DISEASE SERVICES**

- **UPCOMING & FAST GROWING HOSPITAL CHAIN BEYOND BORDERS**

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Organised by



Department of Commerce
Ministry of Commerce and Industry
Government of India



Ministry of AYUSH
Government of India



Ministry of Health and Family Welfare
Government of India



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**HEALTHCARE
& WELLNESS**
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The Head And Neck Centre Hospital



ABOUT SEPC

TRADE
INTELLIGENCE

EXPORT
DEVELOPMENT

EXPORT
PROMOTION

ENABLING
BUSINESS ENVIRONMENT

Services Export Promotion Council set up in 2006 by Ministry of Commerce & Industry, Government of India is an apex trade body to promote exports of services from India.

- To create business opportunities for the services exporters aspiring ones and the existing ones.
- To facilitate exports by formulating business enablers like incentives and designing suitable market oriented promotional events and activities.
- To enable members avail various grants and incentive schemes under Ministry of Commerce, related line Ministries and State Governments.
- To act as a platform between Government and Industry in order to provide policy inputs, take up issues of industry, provide insight on global markets (existing and emerging) in terms of opportunities, challenges and regulatory frameworks.

ROLES & RESPONSIBILITIES

FOCUS SECTORS:



SERVICES EXPORT PROMOTION COUNCIL

(Set up by Ministry of Commerce and Industry, Government of India)

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