



International Chamber of Service Industry

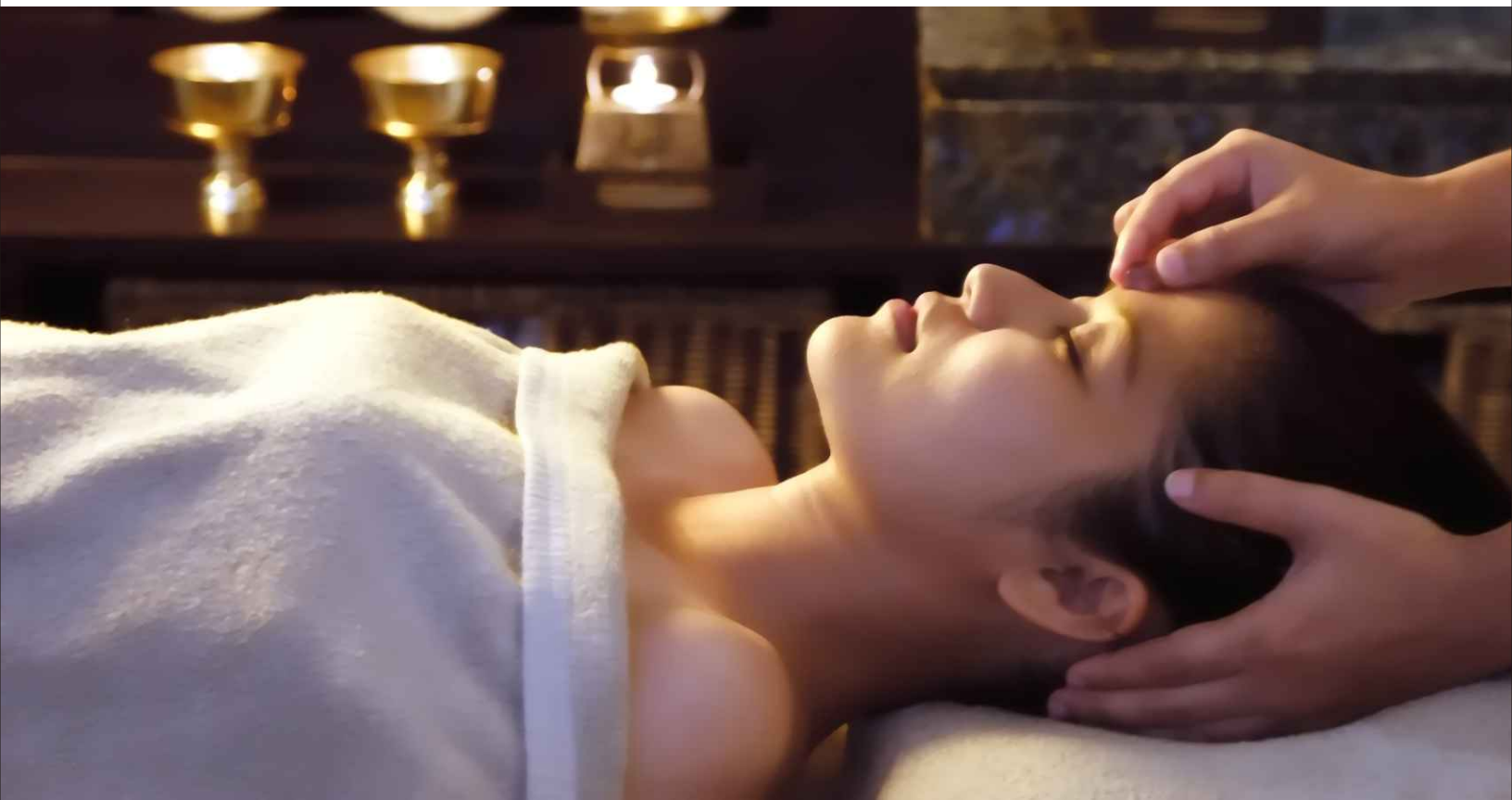
Punjabi PARVASI DIVAS-2013

With Focus on SPA, Health, Beauty, Wellness
& Medical Tourism International Conference

SPA, HEALTH, BEAUTY, WELLNESS & MEDICAL TOURISM

INTERNATIONAL BUSINESS CONFERENCE - 2013

Saturday, 23rd February 2013,
Hotel Mountview, Sector-10, Chandigarh (INDIA)



Spa & Wellness | Beauty Care | Health Products | Health Services
| Health Tourism | Health Insurance | The Yoga Zone | Naturopathy & Herbal Therapies
| Sports & Fitness Equipments | Infrastructure Development for Health & Spa Industry

INTERNATIONAL BUSINESS CONFERENCE & EXPO-2013

YOUR IDEAL GATEWAY TO RAPIDLY GROWING SPA, HEALTH, BEAUTY, & MEDICAL TOURISM INDUSTRY
DESTINATION : CHANDIGARH, NORTH INDIA

Industry Overview

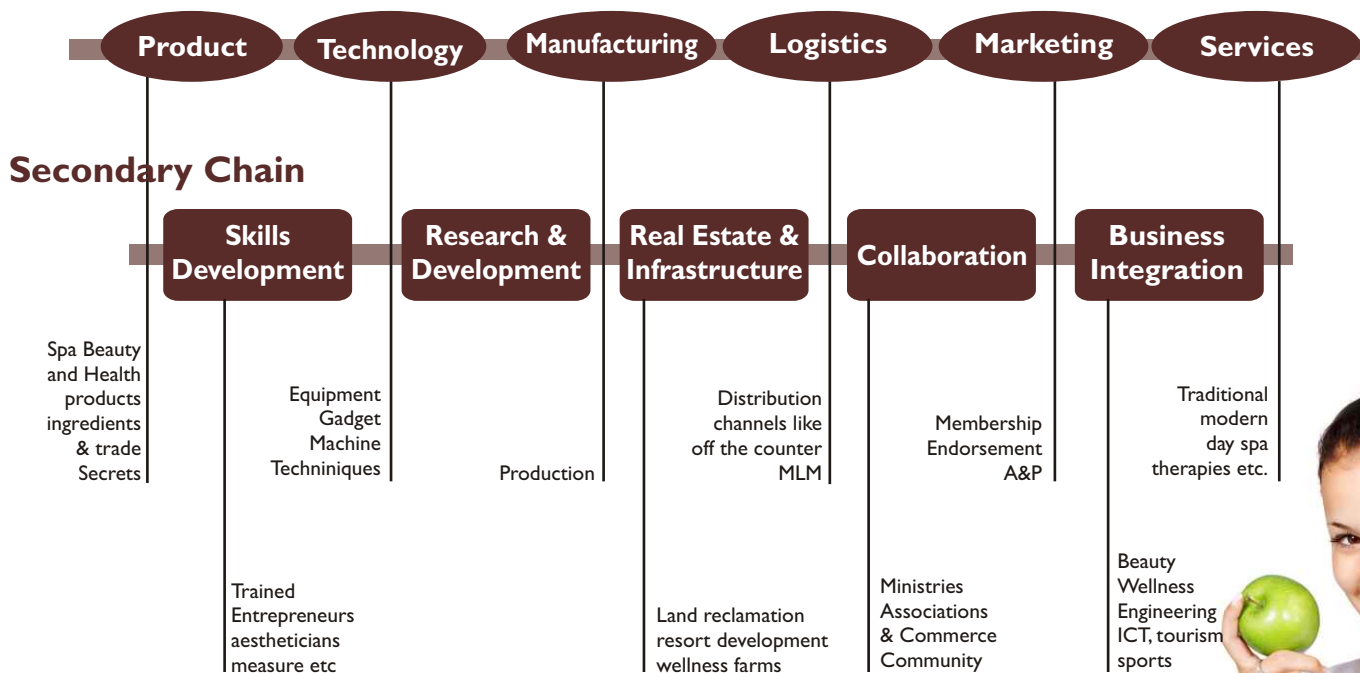
Aesthetics Spa, Health & Wellness is being heralded as the sunrise industry of the 21st century. The global spa economy is estimated to be worth \$255 billion per year worldwide. Global spa facilities generate \$46.8 billion per annum. It is estimated that there are 1.2 million spa workers worldwide. It is estimated that there are 71,600+ spas worldwide.

India's Wellness industry Potential & Growth Drivers driven by the country's current demand and supply dynamics, India's Wellness industry is poised to grow at a double-digit rate over the next five years, with certain sectors, such as spas and beauty treatments, projected to grow at more than 35-40%.



Spa, Health, Beauty & Wellness Value-Multi Million \$'s Chain

Primary Chain



The industry covers a comprehensive chain of related business from products to services, as well as secondary layers that include skills development, R&D, investment and cross business



EVENT OBJECTIVES

- Identify the changing trends influencing shifts in the consumer mindset and the industry, from a “preventive” to “curative” approach
- Identify the various challenges the industry faces, infrastructure, paucity of qualified human capital and high advertising and promotion costs
- Provide a platform for entrepreneurs to gain exposure and opportunity to learn from industry experts, key decision makers, leading professionals and successful business groups as well as gain in-depth information about business models, incentives, support, trends, products and technologies that are impacting not only the regional markets but also across the Globe
- Encourage business networking so that participants could engage with new business partners and initiate business matching with national and international players
- Identify entrepreneurs with high potential for business grooming for expansion
- Generate meaningful yet tangible (transaction values) and intangible (knowledge technology, skills, relationship, networking, etc) returns.
- Identify mitigating factors for the industry's challenges and ways to convert them into lucrative opportunities to fuel the growth of India's Wellness space
- To bring together various stakeholders such as

organized and unorganized players, relevant government and regulatory bodies, educational institutes, researchers, experts and analysts

- To identify various international best practices and assess ways to replicate them in the Indian market.

WHO SHOULD ATTEND

- Corporate, Govt. Officials Health, Spa & Wellness Units, Banks & Financial Institutions, Infrastructure Developers, Health & Insurance Companies, Pharmaceutical Companies, Medical Tourism, Hospitals, Medical, Wellness Sectors, Human Resource Developer, NRIs on a common platform.
- Industry experts, government officials, top-level business executives from around Asia with interest in aesthetics, spa and wellness industry and related sectors.
- Representatives from diverse sectors including hospitality, investment, manufacturing, real estate, finance, medical, technology, consulting, product and other directly or indirectly related to aesthetics, spa and wellness industry.
- Business and government policy-makers and decision-makers especially from the following sectors: trade, tourism, women development, business commerce, NGOs, institutions of higher learning and related organizations.



**Will bring the business leaders
from various sectors of the industry together
to participate DELIVERING YOU
new contacts & boosting, Spa, Health, Beauty & Wellness business in North India**



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