



Confederation of Wellness, Medical Tourism & Spa
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International Chamber of Service Industry



INTERNATIONAL BUSINESS CONFERENCE - 2014
HEALTH & WELLNESS
DESTINATION-NORTH INDIA :
PROSPECTS & CHALLENGES
Tuesday, 4th March 2014, Chandigarh



INTERNATIONAL BUSINESS CONFERENCE & EXPO-2014

YOUR IDEAL GATEWAY TO RAPIDLY GROWING SPA, HEALTH, BEAUTY, & MEDICAL TOURISM INDUSTRY

DESTINATION : NORTH INDIA

Industry Overview

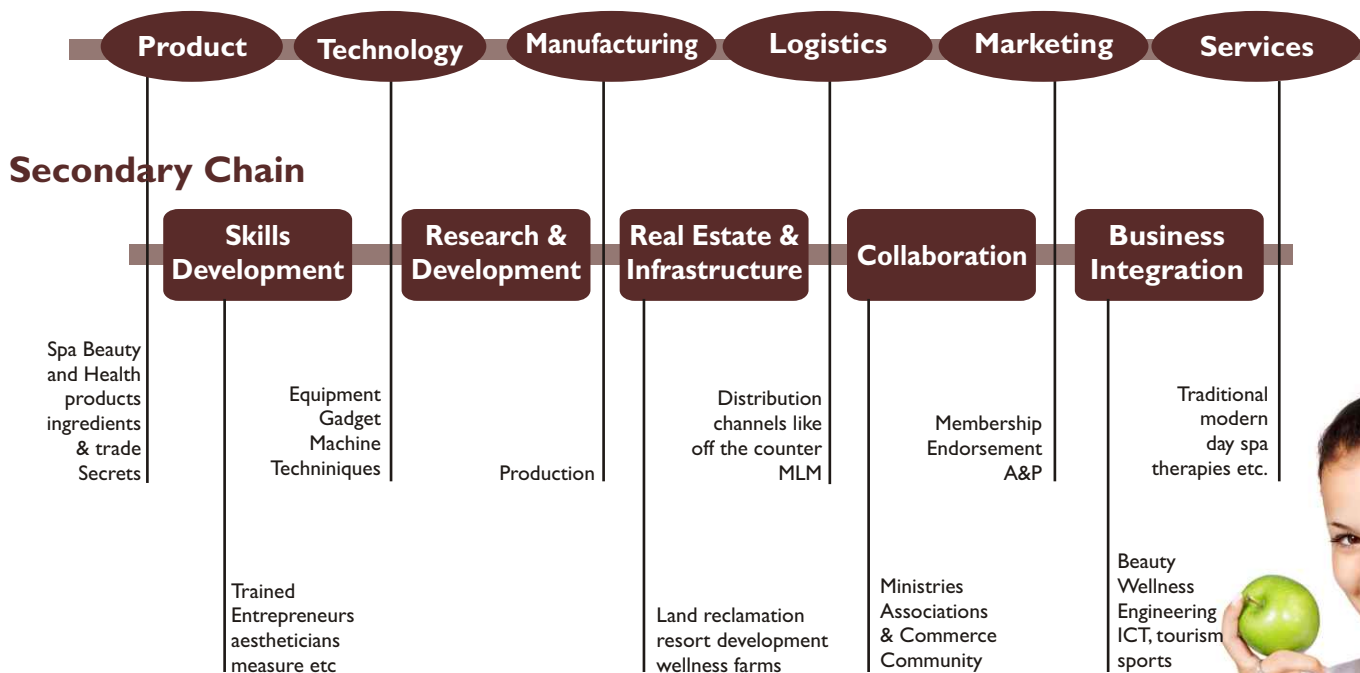
Aesthetics Spa, Health & Wellness is being heralded as the sunrise industry of the 21st century. Wellness tourism is a near half-trillion dollar market, representing 14 percent of total global tourism revenues (\$3.2 trillion) overall. Industry is growing at an average 9.9 percent annually over the next five years, reaching \$678.5 billion by 2017.

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**

Punjabi PARVASI DIVAS-2014

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

Complimentary Participation for NRIs, Dignitaries,
Corporate Houses, Trade & Commerce Chambers,
Potential Investors, Entrepreneurs & Delegates



Prof. 'Paul' Pornthep SriNarula
President
ICSI-NRI Affairs Forum-2014



Jointly Organized by



North India Management Association
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Confluence of Health & Wellness, Medical Tourism
& Spa's Association of Asia
(North Chapter)

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B.K. Goswami, IAS (Retd.)
Former Secretary Tourism, GOI
Chief Patron, CWMTS

Dr. Gulshan Sharma
Vice President, CWMTS

Ms. Richa Agarwal
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ICSI - INTERNATIONAL CHAMBER OF SERVICE INDUSTRY

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