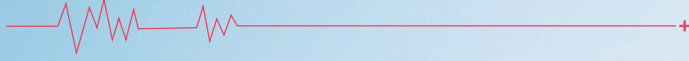


HEALTHEX™



HEALTHY YOU. HEALTHY INDIA.



GLOBAL EXPO ON HEALTH EQUITY & EQUALITY.

Space booking +91 99488 11182 | Website www.healthex.health | Expo Inquiries +91 97045 75855, hello@healthex.health

HEALTHY YOU. HEALTHY INDIA.



HEALTHCARE

The linchpin of economic growth

Health is one's ability to develop psychical, mental and emotional potential during their entire lives. It is an asset which an individual possesses that has both intrinsic and instrumental values. Instrumental in the sense that the health of people influences economic growth in various ways.

- + It was found in the UK that close to 131 million working days were lost to sickness absence every year.
- + WHO study observed that loss of productivity due to mental health problems costs the global economy USD 1 trillion each year.
- + The most recent example of a health crisis affecting countries' economies is the on-going COVID-19 pandemic that has brought the world economies to screeching halt.

Economies across the globe experienced severe headwinds due to the COVID-19 pandemic, which is a massive humanitarian crisis leading to more than 3.1 million deaths till date. During the exception year, the pandemic made us realise the importance of healthcare infrastructure and its ramifications on the economy and the society.

Considering the substantial role of health in economic growth and an individual's development, an entire ecosystem including healthcare providers, pharmaceuticals, medical finance services, care management and many more should develop with the partaking of government and international agencies.

Source: _____

Health matter: Health & Work, Govt. of Uk, 2019

General Health Care, WHO



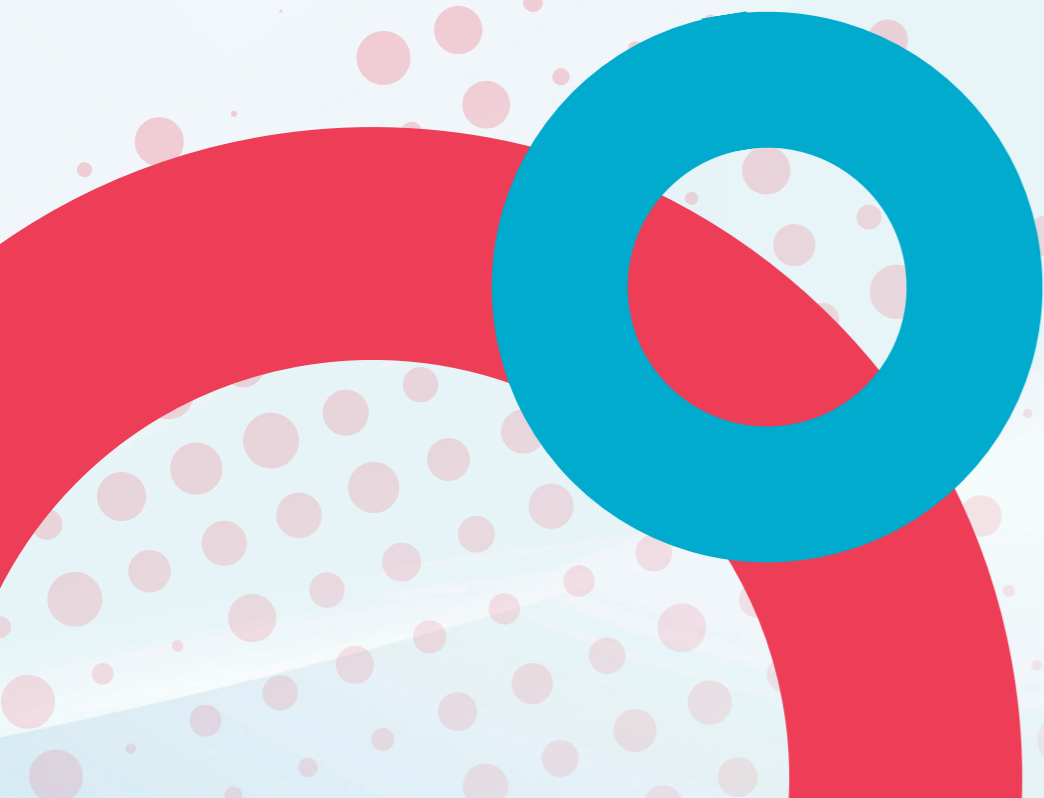
HEALTHCARE – Global Picture

Healthcare across the globe is highly dependent on the demography and socio-economic development which leads to varying degrees of success in delivery and experience. The differences in healthcare experience offered by countries are reflected in the parameters such as health expenditure, number of hospital beds and doctors, life expectancy and mortality rates.

Developed countries such as the USA, the UK, Japan, Germany and Canada spend

nearly 10-18 % of their GDP on healthcare, The widened access to quality healthcare and improving lifestyles have led to higher life expectancy in these major economies. Developing countries such as Brazil, China and India face their own set of challenges, including inequitable access to healthcare, lower public healthcare spending and inadequate infrastructure. For instance, compared to developed countries, India and China spent a mere 3.5% and 5.4%, respectively of their GDP on healthcare.

The gaps in the delivery of healthcare through public sources manifest themselves into the high out-of-pocket expenses. Such expenses range between 45-70% in countries such as Brazil, China and India, compared to 15-30% spent in other major developed economies from the total expenditure on health.

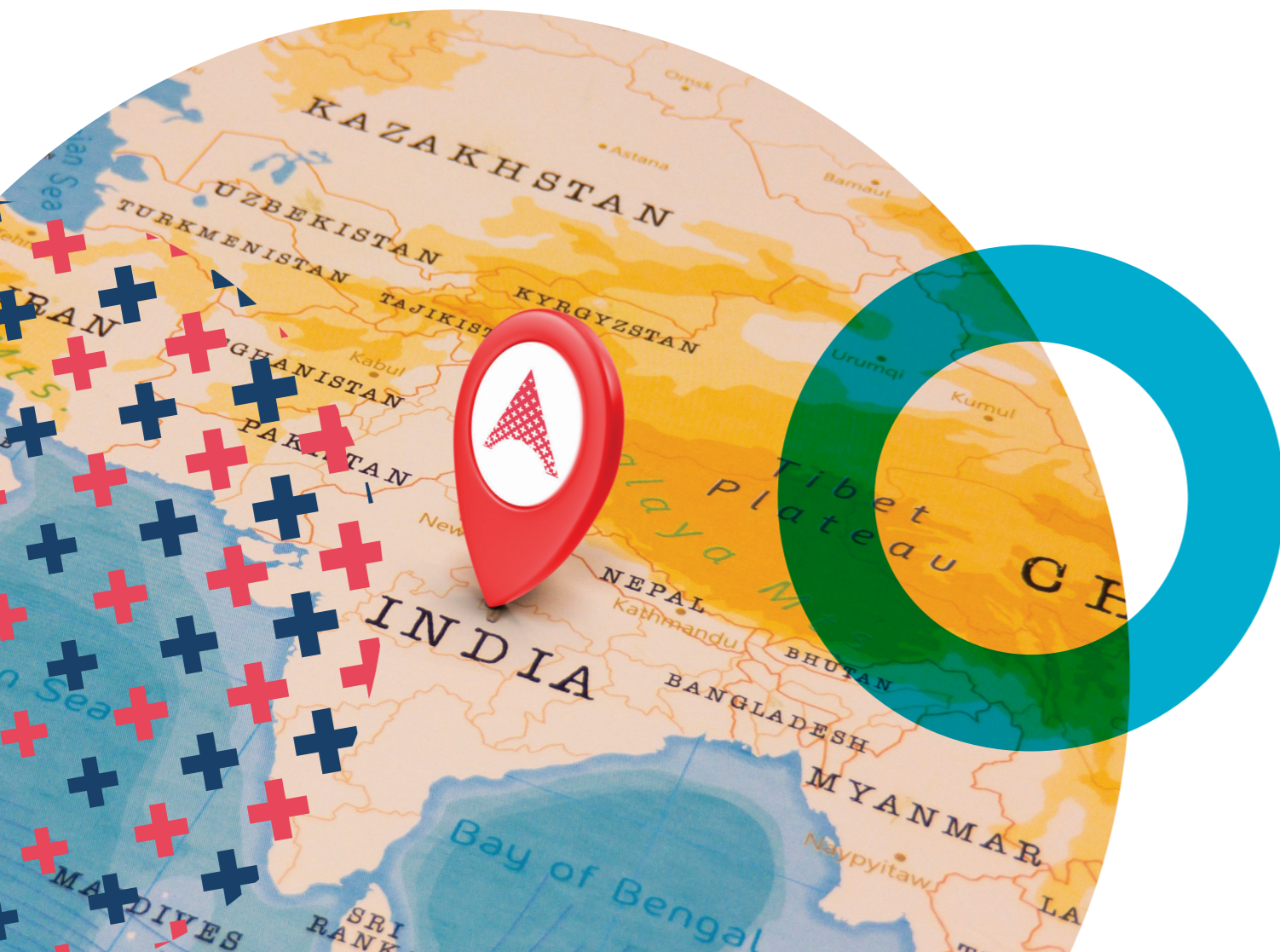


Why India?

The Indian healthcare sector is growing at a brisk pace due to its increasing coverage and expenditure, as well as improved services by public and private players. **India's competitive advantage lies in its large pool of well-trained Healthcare professionals, and is competitive in cost compared to its peers in Asian and Western countries.** The cost of surgery in India is about one-tenth of that in the USA or Western Europe.

HealthEx will offer a full-scale exhibition hosting more than 200 exhibitors with official country pavilions including the USA, UK, Germany, South Africa, Korea, Taiwan, China and Poland. The show will be complimented by a robust 3-day educational programmes in support of the country's healthcare strategy, well-tailored by leading local associations and covering topics including imaging and diagnostics, PPP, primary care and more.

Due to the country's rapid growth, there has been an immense change in healthcare requirements. **Raising the service quality and ensuring equal access in both rural and urban areas are some of the challenges that need to be addressed.** Public and Private Partnership (PPP) initiatives are set to address these challenges.



HEALTHCARE INDUSTRY IN INDIA

Healthcare industry is one of India's largest sectors. Driven by rising incomes, greater health awareness, lifestyle diseases and an increasing access to insurance, Indian Healthcare is experiencing a new wave of opportunities.

The following emerging trends are changing the course of the industry:

- + The change in the government's role from provider to payer has expanded the financial risk protection coverage to the marginalised.
- + Private sector partnership through health PPPs are gradually gaining acceptance, thereby improving access to care.
- + The significant demand-supply mismatch has led healthcare to emerge as an attractive sector for PE investments.

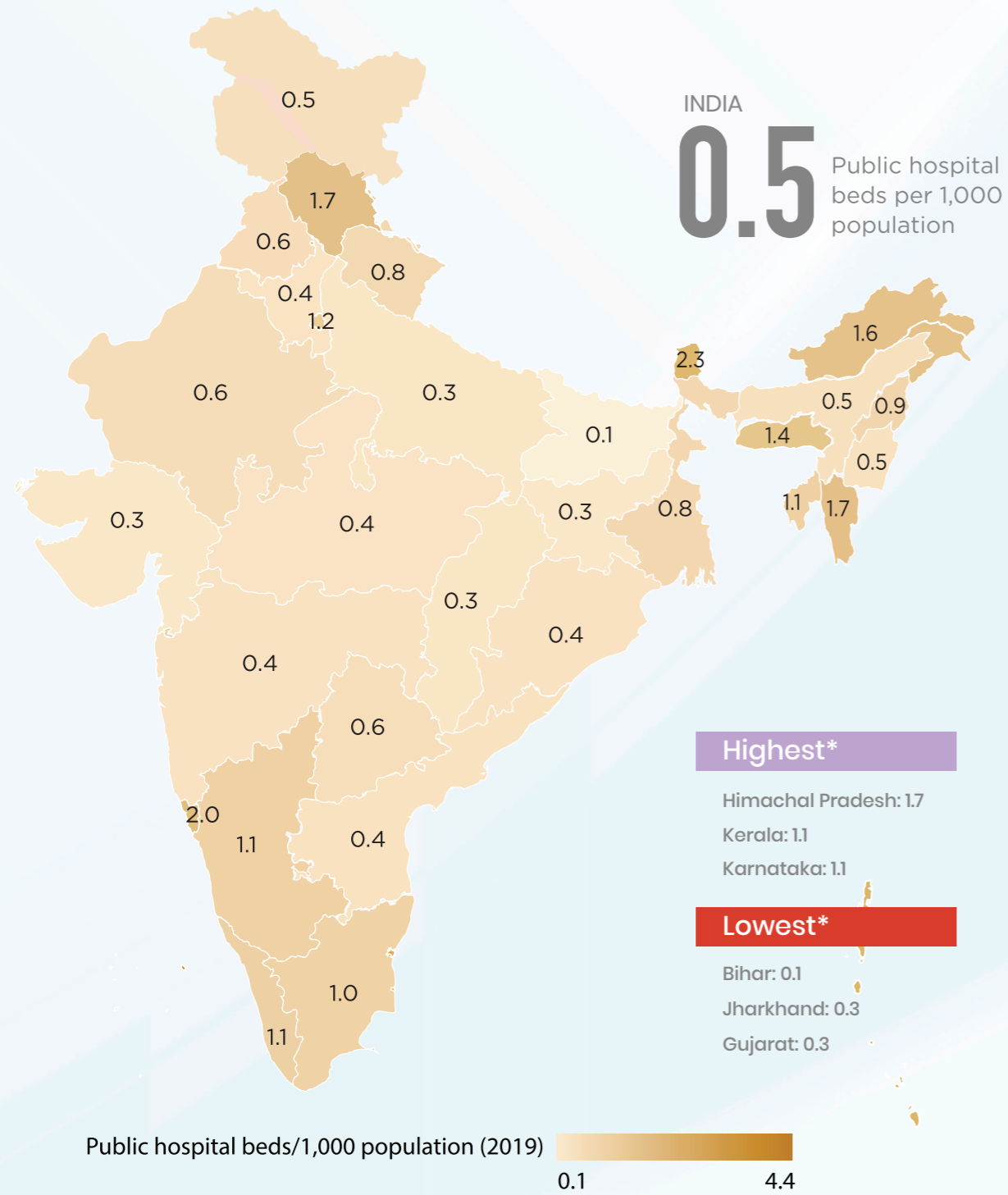
GROWTH DRIVERS OF HEALTHCARE INDUSTRY IN INDIA:

- + **Atmanirbhar Bharat Abhiyaan - Self Reliant India:**
A special economic and comprehensive package of INR 20 lakh crores towards promoting manufacturing in India.
- + **Rise in Medical Tourism:**
Due to the relatively low cost of medical care in India, medical tourism is experiencing a 22-25% growth. It contributes over \$2Bn to the healthcare market in India.
- + **Policy Support & Incentives:**
100% FDI allowed in Greenfield & Brownfield projects, measures to correct unfavourable duty structure are being undertaken, single window clearance e-portal to improve EoDB
- + **Life Expectancy:**
Life expectancy is going to exceed 70 years by 2022, hence more healthcare services required.
- + **Insurance Coverage:**
20% Indians covered; expected to rise with rising incomes, urbanization.
- + **Medical Infrastructure:**
Over \$200 bn to be spent on medical infrastructure by 2024.



Only half a bed is available for every 1,000 people in public hospitals

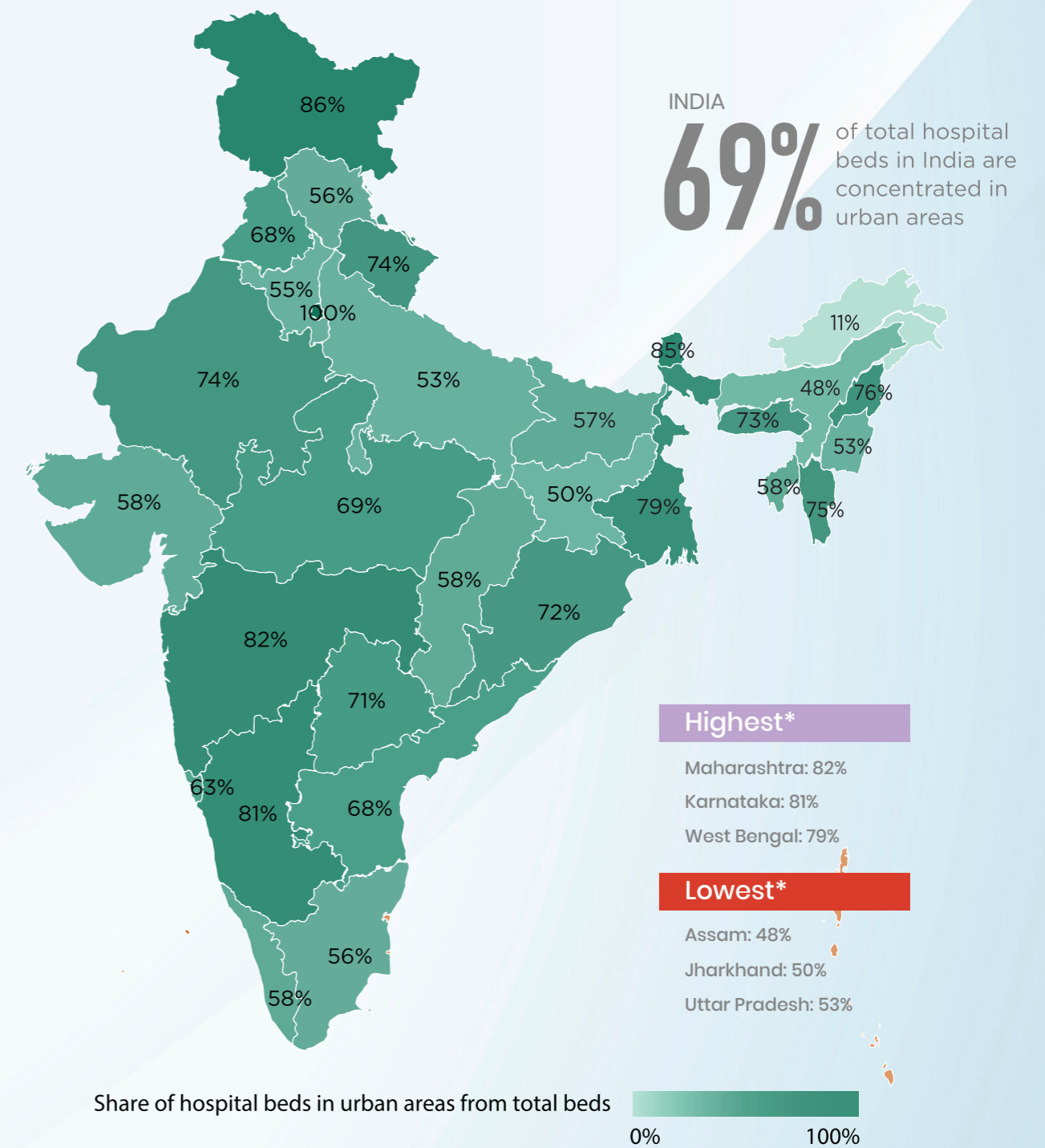
State-wise number of public beds per 1,000 population (2019)



Source: Key Indicators of Social Consumption in India: Health, NSS Round 75th, National Health Profile 2019, Population Projection for India and States – Census of India, 2019, Housing Research
*Only states with population more than 50 lakhs are considered for assessing the highest and lowest ranks.

Healthcare only an urban privilege

State-wise share of public + private hospital beds in urban area from total beds (2019)



Source: Key Indicators of Social Consumption in India: Health, NSS Round 75th, National Health Profile 2019, Population Projection for India and States – Census of India, 2019, Housing Research
*Only states with population more than 50 lakhs are considered for assessing the highest and lowest ranks.

ABOUT HEALTHEX™

HealthEx™ - A Premier Global Healthcare Expo. With 4,000+ industry professionals at the HealthEx, it's the ultimate networking, education, and productsourcing event. See the newest products from 200+ exhibitors and learn about the latest research, trends, and strategies to meet the design needs of healthcare ecosystem. Leave with new connections, new ideas for current and future projects.

HealthEx™ network efficiently connects key functionaries and audience worldwide, making it versatile and crucial. Reaching out to areas that require special attention will be the core objective to make people healthy thus India healthy.

The active web of professionals, officials, marketers and facilitators meet here to discuss practical, workable strategies and solutions.

HealthEx™ aspires to provide a fruitful, beneficial global network for comprehensive healthcare professionals, thus diversifying the market and offering a wide opportune system for reach.

HealthEx™ comprises of a lot of activities around comprehensive healthcare management like knowledge conclaves, presentations, debates, etc along with the exhibition



What makes HealthEx unique?

HealthEx™ focusses on comprehensive healthcare management and thrives on one principle - **Healthcare must be a right that every citizen should legitimately have access to, and not a privilege.**

The government of India has taken up numerous initiatives that cater to eradicate poverty as a determining factor in the health sector. We feel elated to be the idiomatic drop in the ocean, offering unique, effective contributions from our part. We strive to take the amenities, knowledge, education, awareness and welfare schemes

especially to the rural/remote parts and the underprivileged communities of the country where healthcare is still far from reach to a common man.

A Nation that is healthy, is a nation that thrives and develops. Together, we envision and can create a world where we eradicate major health hazards that come our way. **The HealthEx network will be an all-inclusive and ever expanding umbrella to host comprehensive healthcare programmes in all parts of the world.**

OBJECTIVES

To eradicate healthcare poverty in Rural India.

GOALS

- + To Build Healthy India.
- + Support complete Healthcare eco-system.
- + Encourage collaboration between government, businesses, Healthcare companies and doctors.
- + To promote govt. proactive policies and infrastructure to attract establishments.
- + Promote training and services development program.
- + To encourage innovation amongst entrepreneurs, healthcare companies and others.
- + Generate tremendous knowledge in the global market.
- + Create public awareness towards comprehensive healthcare.

HealthEx™

The event will showcase the latest comprehensive Healthcare advancements and reviews from across the world, innovations in the field of Healthcare, and involvement of the Govt. Policies, emerging needs and solutions. Also providing environments to conduct meetings, networking and finding know-how.



Features

- | | |
|---------------------------|-------------------------|
| + Premium Event | + Service Providers |
| + International Expo | + Investment Prospects |
| + Healthcare Advancements | + Import/Export |
| + Equipments | + Retail & Packaging |
| + Govt. Schemes | + Branding |
| + Financial Support | + Process Automation |
| + Education & Training | + Transport & Logistics |

Activities in HealthEX™

3 DAYS
INTERNATIONAL
EVENT

KNOWLEDGE
CONCLAVE

OPPORTUNITY
PAVILION

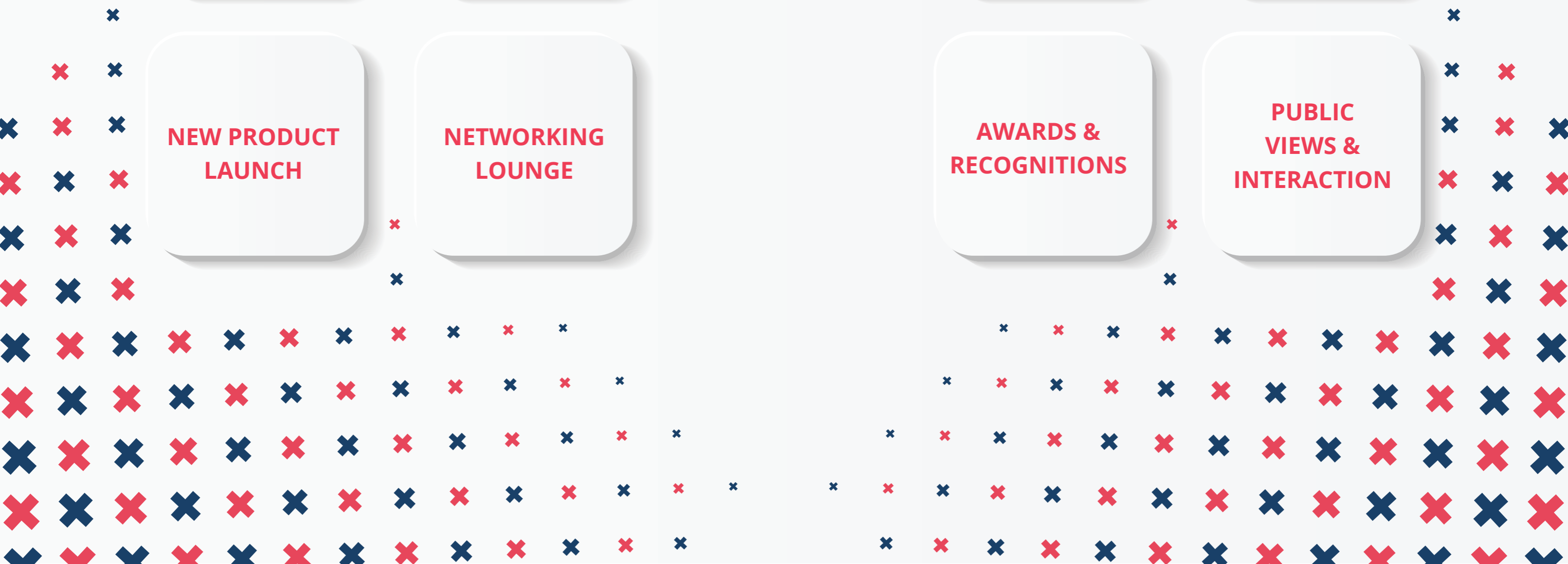
ADVANCES &
ALTERNATIVE
HEALTHCARE

NEW PRODUCT
LAUNCH

NETWORKING
LOUNGE

AWARDS &
RECOGNITIONS

PUBLIC
VIEWS &
INTERACTION



UNLEASH THE POTENTIAL

A Grand market place to get acquainted with the leading health sector professionals. A place to make resourceful associations.

The international expo will be the miracle milestone that you were expecting to come your way. Make connections and grow together with HealthEx.

HealthEx will host an extensive healthcare exhibition with exhibitors and attendees across the globe.

Opportunities that can help individuals and communities create a better tomorrow, today. It's time to unleash the potential within and be an agent of change.

Create connections

Interact and exchange ideas with others, connect with change makers and discover something new.

New Perspectives

Meander through the 'Garden of Opportunities'. Be engulfed in a kaleidoscopic experience and see the future differently.

Mission Possible - The opportunity pavilion

Join a global mission, following the footsteps of mentors who are just like you and pledge to make a better for all.

Co-create with AI

Contribute to a continuously changing collective message on the building's facade and innovate for a shared future.

For a balanced World

Discover how future technologies & ideas will enhance the world healthcare industry

Lives changing

Follow HealthEx™ which enable the right tools to thrive and see how innovations impacts lives and communities across the Globe.

EXHIBITOR'S & VISITOR'S PROFILE



Food & Nutrition Management



Hygiene Management



Fitness Management



Immunity Management



Healthy Habits Management



Chronic / Hereditary Problems Management



Psychological Health Management



Behavioural Management



Hospital Management



Medical Equipment Manufactures



Diagnostic Devices Manufacturers



Healthcare Centres



Health Insurance



Training & Certification



Environment Protection Management



EXPAND YOUR BUSINESS HORIZONS

FOR VISITORS

As an attendee, you have access to 100+ sessions with the latest research & trends in healthcare design. You'll also get face-time with industry leaders & suppliers at networking events, keynotes, and on the show floor.

You'll have the chance with hundreds of providers giving demonstrations and showcasing the newest innovative healthcare design products and services that support the healthcare ecosystem.

The Expo is designed to provide comprehensive, carefully planned content, along with inspirational keynotes, panel discussions, facility tours, networking, and an exciting exhibit hall where attendees are able to view the newest innovations in healthcare design products

FOR EXHIBITORS

The world healthcare sector has been remarkably developing at a fascinating rate, and you need to be up for the industry of tomorrow. Catch up with the pace and be an integral part of the flourishing market. Exhibiting your products at HealthEx™ will be one of the best decisions you will make for the growth of your business.

Admire the change, learn from it, evolve with it, and become a part of it!

Some of the benefits you will be taking home by volunteering to exhibit:

GENERATE BUSINESSES

Meet stalwarts and adepts from the industry, get acquainted with them, nurture new business opportunities. Get to meet new clients and existing ones. In a nutshell, you can actively build and maintain relationships.

KEEP UP ON CURRENT TRENDS

Healthcare is a stream that is versatile and diversifying at an increasing pace. This is a platform for you to keep abreast on the current as well as emerging trends. Interact, observe and take home the invaluable treasure of knowledge from peers.

LAUNCH

Introduce into the market, the novel healthcare inventions or discoveries. Your latest products will find their place in the competitive industry. The ideal place for you to get global reach for your new launch is here. The exposure that your brand will gain is vast and impressive.

SELL

Meet the key personalities from various planes in the comprehensive healthcare sector. Find potential clients, marketers and buyers to sell your existing or new products here.

AUDIENCE FOR HEALTHEX™

Government, Financial
Institutions, Corporate
Investors, Medical
Insurance, Training &
Development Institutes

Healthcare services,
Healthcare facilities,
Healthcare devices &
equipment manufacturers,
Hospital supplies
manufacturers, Healthcare
associations & related
segments

Doctors, Dieticians,
Surgeons, Patients,
Visitors and
Public.

EVENT BENEFITS

With a highly reputed professionals participation, the knowledge and awareness can reach a large proportion of India's' key segments, doctors and public for a Healthy India

- + Effective presentation of products and services in one place in just three days.
- + Onsite seminars delivered by experts will keep upto date about industry issues, trends and innovations.
- + Achieve better market understanding and valuable insights.
- + Find new suppliers and distributors.
- + Benefit from the event's extensive marketing campaign.
- + Discover new product and services, all in one place at one time.
- + Network one-to-one with Healthcare industry leaders.
- + Gain valuable insights into newest products, Services and emerging comprehensive Healthcare trends

Health Equality : Health is everyone’s right not a privilege.

We have seen remarkable things science can accomplish. Science can help in better diagnosis, improve treatment and aid recovery. Challenges we need to confront aren’t just scientific, they are systematic. Science by itself can’t eliminate healthcare poverty, can’t invent empathy, it’s can’t engineer advocacy, so, we need more.

More diverse policies, more practitioners, more culturally competent resources, more inclusion in research and most importantly more commitment from whole healthcare community. Healthex is commitment to every Indian who deserves a better health.

Let’s transform the healthcare together !

HEALTH EQUITY: A framework for the epidemiology of care

Pharmaceutical and life sciences companies can unlock new opportunities, help underserved patients, and build a cycle of trust.

Companies can identify the social determinants across different markets, map how they affect different groups, identify which health conditions are undertreated or underfunded, and pinpoint when intervention is most effective.

The findings of a rigorous health equity analysis and the opportunities to invest more effectively will vary from region to region. But the framework for a health equity analysis is the same, and can therefore be repeated across regions.

The value proposition from approaching health equity in a robust way is compelling globally, particularly in large, advanced economies.

Source: McKinsey



Inspired by PM Modi, Sarpanch of Moga village sets example to conserve water

The sarpanch of Moga village in Punjab is setting an example for farmers and other sarpanchs of the region with his efforts of water conservation and properly utilizing the available wells and ground water by controlling its wastage. Inspired by PM Modi, the young sarpanch Nihal Singh had taken up water conservation on a mission mode to transform his village.

Source: Money Control

July 18th, 2019



PM INTERACTS WITH SARPANCHS FROM ACROSS THE COUNTRY ON PANCHAYATI RAJ DIWAS



पीएम मोदी ने कर्नाटक की बटाड़ा होसाहल्ली

पंचायत के प्रधान को उत्तम कार्य करने के लिए दी बधाई

VENUE : BIEC, BENGALURU, INDIA

Event Highlights

A PREMIER GLOBAL
HEALTHCARE EXPO.

4,000+
INDUSTRY
PROFESSIONALS

30+
COUNTRIES
PARTICIPATION

100+
WEBINARS

2,000+
ORGANISATIONS

200+
EXHIBITORS

20+
GLOBAL
KEYNOTE SPEAKERS

GOVERNMENT
MINISTERS

GLOBAL MEDIA
COVERAGE



**Healthy You.
Healthy India.**

Technical Partners :



Google

Microsoft



CISCO

HealthEx™ - A unique juncture to optimise comprehensive healthcare resource that directly impacts and brings about lifestyle changes for good. A healthy initiative by **The Brand Republic®**

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