Confederation of Indian Industry



kerala health tourism 2023

INTERNATIONAL CONFERENCE & EXHIBITION

26 & 27 October 2023; Kochi, Kerala

Venue: Adlux International Convention & Exhibition Center

POST EVENT REPORT

Host State

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ABOUT KERALA HEALTH TOURISM

CII Kerala organised the 10th Edition of Kerala Health Tourism - International Conference & Exhibition on 26 & 27 October 2023 at Adlux International Convention & Exhibition Centre, Kochi. The program envisaged a convergence of healthcare providers, industry leaders, thought leaders and stakeholders from Industry, Government & Academia from across the world to offer insights into the recent developments of the healthcare sector, its future potential and showcase Kerala as a global destination for healthcare tourism.

CII Kerala Health Tourism has a rich legacy of contributions to the healthcare sector of Kerala. The initiative is a significant contributor to the growth in NABH accredited hospitals and medical value travel in Kerala. Kerala Health Tourism 2023 deliberated on sessions like Global Linkages and Growth of Medical Tourism in Kerala, Digital Healthcare, Infection Prevention, Cardiac Sciences & Neurosciences, Sustainable Innovation in Healthcare, Enhancing Customer Experience for International Patients, and Developing a Conducive Ecosystem for Medical Tourism through multiple stakeholder participation.

In addition to the summit's deliberations, an exhibition showcased the strengths of Kerala Healthcare, with key players in the sector displaying their products and services. Notably, this edition also included a Startup Pavilion, highlighting innovative trends and ideas in Healthcare sector.

The summit also hosted international delegations from Bangladesh, Thailand, Kenya and Sri Lanka and saw around 400 delegates to the conferences. The Exhibition showcased products and services of around 60 exhibitors with exhibition footfalls over 1000 visitors.

INAUGURAL SESSION – KERALA HEALTH TOURISM 2023

Kerala Health Tourism 2023 was inaugurated by **Hon. Senthil Thondaman**, Governor, Eastern Province, Sri Lanka. While delivering the keynote address, Hon Senthil Thondaman, Governor, Eastern Province, Sri Lanka addressed on strengthening the business ties between India and Sri Lanka, which has been a focus of Sri Lanka especially in the Medical Tourism sector. “Bringing together the strengths of Ayurveda and modern medicine will be a game changer for India and will open up newer avenues for holistic healthcare” as spoken by Hon Senthil Thondaman. He also promised to improve connectivity between Sri Lanka and Kerala.





While delivering the theme address, **Dr Marthanda Pillai**, Convenor, CII Healthcare Panel & Chairman and Managing Director, Ananthapuri Hospitals & Research Institute said “Kerala is among the most popular destination for foreign tourists. Added to this, factors like accredited multispecialty hospitals, having expert doctors and nurses, technologically developed treatment facilities and quality medical care for affordable prices available at any time, combined with world famous tourist destinations, provide very good scope for the growth of medical tourism in Kerala.”



INAUGURAL SESSION – KERALA HEALTH TOURISM 2023

In his Inaugural address, **HE Dr Ahmed Mohammed Obaid Al Saidi**, Former Minister of Health of the Sultanate of Oman, spoke about the bilateral relations between Oman and India. He highlighted the need for improving healthcare access globally, with India's strengths in advanced healthcare technologies at affordable prices being key to the country's leadership in the sector. “India and Oman have been sharing a strong trade relationship and will further strive to increase collaborations in the field of healthcare for mutual benefits”, as addressed during the keynote address.



"Kerala has established itself as a popular destination for healthcare tourism due to its high-quality medical facilities, highly skilled medical professionals, cost-effective healthcare, and tourism and hospitality infrastructure providing a holistic experience," said **Mr Aju Jacob**, Chairman of CII Kerala State Council and Joint Managing Director of Synthite Industries Pvt Ltd during the Inaugural Session of Kerala Health Tourism 2023.



Dr. Gigy Kuruttukulam, Medical Director & Senior Consultant – Neurology, Rajagiri Hospital spoke about the high quality of healthcare services provided in the hospitals of Kerala.

Dr Maria Varghese, Medical Superintendent, Medical Trust Hospital in her closing remarks highlighted the opportunity in the medical devices manufacturing sector in Kerala. She mentioned that India ranks 10th out of 46 countries in medical tourism and that Kerala receives 7% of medical tourists to India.







CONFERENCE SESSIONS – KERALA HEALTH TOURISM 2023

DATE	SESSION TITLE
26 October	**Global Linkages and Growth of Medical Tourism in Kerala** Kerala is known for its world-class healthcare facilities and medical services. The state boasts several hospitals and clinics that adhere to international quality standards. The cost of medical treatments and services in Kerala is much lower than those offered in the US and other developed countries. But to facilitate and increase medical value travel to Kerala, there is a need to enhance global linkages. The session focused on strategies to enhance global linkages to promote growth of Medical Tourism in Kerala. • **Dr Marthanda Pillai,** Convenor, CII Kerala Healthcare Panel, Chairman & Managing Director, Ananthapuri Hospital & Research Institute • **Dr. A.K.M. Atiqul Haque,** Minister (Commercial), High Commission for the People's Republic of Bangladesh • **Dr Venu Rajamony,** Former Ambassador of India to the Netherlands • **Mr Mihir Vora,** Founder & CEO, Magnus Medi & Simplify MVT • **Dr Badriya Alaraimi,** CEO, Future Health (Oman
26 October	**Digital Healthcare: Health Informatics, Telehealth and Telemedicine** Digital health tools have the vast potential to improve our ability to accurately diagnose and treat disease and to enhance the delivery of health care for the individual. The broad scope of digital health includes categories such as mobile health (mHealth), health information technology (IT), wearable devices, telehealth and telemedicine, and personalized medicine. The session focused on the use of Digital Healthcare and its benefits. • **Mr Bijoy M G,** Secretary, Telemedicine Society of India (Kerala) & Managing Director • Unarv Telemedicine & Healthcare Services (P)Ltd • **Dr Srikanth Moorthy,** Head & Professor at the Department of Radiology, Amrita School of Medicine, Kochi • **Dr Krishnakumar R,** Consultant – Spine Surgery, Medical Trust Hospital
26 October	**Infection Prevention, Cardiac Sciences, Nephrology & Neurosciences** As governments across the world mount strategic efforts to control infection outbreaks, it is increasingly clear that the State needs to have an increased focus on Infection Prevention. While the knowledge session focussed on Infection Prevention, it also laid emphasis on the latest developments in the field of Nephrology, Cardiac Sciences & Neurosciences. • **Dr Anand Marthanda Pillai,** Consultant in Interventional Cardiology & • Director, Ananthapuri Hospital & Research Institute • **Dr Aswin Padmanaban,** Consultant Neuro & Vascular Interventional Radiologist, Medical Trust Hospital • **Dr Neethu Susan Philip,** Infection Control Officer & Consultant Microbiology, Rajagiri Hospital • **Dr John Abraham Tharayil,** Consultant Interventional Nephrologist & Transplant Physician, Ernakulam Medical Centre

CONFERENCE SESSIONS – KERALA HEALTH TOURISM 2023

DATE	SESSION TITLE
27 October	**Sustainable Innovation in Healthcare** Adopting innovations is increasingly becoming the norm across sectors including healthcare. The scope and avenues available for innovations in healthcare are plenty depending on the implementing stakeholder and the intended benefit. Driven by the compelling needs of increasing number of people seeking healthcare services and ever-increasing cost of providing healthcare services, India has emerged as nerve centre for frugal healthcare innovations so much so that other countries are looking forward to pick cues from these success stories. • **Mr C Padmakumar,** Special Officer, Kerala Medical Technology Consortium • **Dr Sabarigirish K,** Chief Operating Officer, Ananthapuri Hospitals and Research Institute • **Dr Athul Joseph Manuel,** Vice President – IMA Cochin, MO - District Palliative Care Center, DH, Aluva, Consultant – 10bedICU – Open Health Care Network
27 October	**Strategy on Enhancing Customer Experience for International Patients for Growth of Medical Tourism** Hospitals are increasingly reviewing the customer experience on the clinical side as well as the administrative side, allowing for more remote interactions and self-service experiences in the case of international patients. • **Dr Marthanda Pillai,** Convenor, CII Kerala Healthcare Panel, Chairman & Managing Director, Ananthapuri Hospital & Research Institute • **Mr Amit Singhal,** Regional Head – International Business, Aster DM Healthcare • **Mr Renjith Krishnan,** Chief Executive Officer, Kindorama Healthcare Pvt Ltd, India • **Mr Rejith Rajan,** Chief Operating Officer, Meditrina Hospital • **Mr Rajarathinam,** Group COO, Chaithanya Eye Hospital and Research Institute
27 October	**Multiple stakeholder participation Developing a Conducive Ecosystem for Medical Tourism** A multi-stakeholder participation is needed to further expand on the growth of medical value travel in Kerala. The session hopes to initiate discussions with the support infrastructure for growth of Medical Value Travel in Kerala. • **Mr R Hemant,** Managing Partner, Guru Daksha Consultancy & Services LLP • **Mr Shreeraj Nair,** Regional Manager – Business, Kerala, Athulya Senior Care

CONFERENCE SESSIONS – KERALA HEALTH TOURISM 2023

Day 1 – 26 October 2023



Day 2 – 27 October 2023



EXHIBITION – KERALA HEALTH TOURISM 2023

The exhibition at Kerala Health Tourism 2023 was inaugurated by **Hon. Senthil Thondaman**, Governor, Eastern Province, Sri Lanka. The exhibition showcased the strengths of Kerala Healthcare sector, with around 60 key players in the sector displaying their products and services. The exhibitors included Hospitals, Medical Equipment Manufacturers, Diagnostics, Medical & Healthcare Products, Central & State Government Departments, Ayurveda Centres, Hotels & Resorts and Travel Operators.Notably, this edition also included a Startup Pavilion, highlighting innovative trends and ideas in healthcare sector. B2B meetings were also facilitated for various stakeholders.



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 286 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India strategizes for the next 25 years to India@100, Indian industry must scale the competitiveness ladder to drive growth. It must also internalize the tenets of sustainability and climate action and accelerate its globalisation journey for leadership in a changing world. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2023-24 as 'Towards a Competitive and Sustainable India@100: Growth, Inclusiveness, Globalisation, Building Trust' has prioritized 6 action themes that will catalyze the journey of the country towards the vision of India@100.

With 65 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry
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