



Confederation of Indian Industry
125 Years - Since 1895

Celebrating 125 Years of Service to the Nation

CII HEALTHCARE WEEK

CONFERENCE CUM EXHIBITION

REDEFINING HEALTHCARE ECOSYSTEM

17 - 21 August 2020



CII@125

The year 2020 is very significant for CII. This year, we mark 125 years of our partnership with the nation. As we celebrate the milestone in our history, we can justly recall with pride that CII over these years has been a constant and proactive participant in the journey of India through changing times.

CII@125 is a year-long campaign and will undertake several landmark initiatives that will build the brand of Indian Industry. It will aim to further consolidate CII's position as a leader in India's inclusive economic development process, which will go beyond creating a conducive environment for strengthening India and Indian Industry. The initiatives include multiple dimensions of social and community work as well with the purpose of developing a vision for a 'New India' as developed and an inclusive nation.

In these challenging times, the global pandemic COVID-19 has put the whole world and humanity at risk. It has compelled people to come together at all levels to unitedly combat its deadly devastation.

CII took lead in steering the cause of helping the nation defeat the virus, engaging closely with all relevant stakeholders. The efforts included assisting boost healthcare capacity, providing aid to the marginalized, presenting policy recommendations to the Government, condition the shock to industry and the economy. CII worked on steps towards re-starting the economy in a calibrated and careful way. Now, CII has also prepared a roadmap that will support country's economic recovery during these challenging times.

BACKGROUND

India the world's second-most-populous country and one of the fastest-growing economies faces inimitable challenges and unparalleled prospects in the health sector. For nearly a decade India's average GDP growth has been 7.5% resulting in reduced poverty. The infant mortality rate and maternal mortality ratio has been on continuous decline.

In India we have world-class and one of the fastest growing pharma and biotech industry, we also have top-notch scientist and doctors and some of the best hospitals which has helped country emerge as one of the preferred medical tourism destinations.

Yet, India faces huge health challenges, one in 4 deaths in India are because of Cardiovascular diseases (CVDs). With a population of 1.35 billion, the country witnessed as many as 1.16 million new cancer cases and 784,800 cancer deaths in 2018. The prevalence of diabetes in India has remained at 11.8% in the last four years, according to a survey report released in October 2019. Despite being a preventable and curable disease, 1.5 million people die from TB each



year - making it the world's top infectious killer. In India, 449,000 people died of TB in 2018. And this is just tip of the iceberg, considering primary non-communicable and communicable diseases.

Private Healthcare sector the largest provider of health services in the country is unaffordable for majority of the population. The public sector hospitals in India are overburdened, they work under challenging circumstances arising from the lack of enough funds, shortage of trained health workers, the erratic and often deficient supply of drugs and equipment which adversely impacts their functioning.

To address some of these challenges, the Government of India (Gol) launched the Pradhan Mantri-Jan Arogya Yojana (PM-JAY) in September 2018, with the aim to create a system of demand-led health care reforms that meet the immediate hospitalisation needs of the eligible beneficiary family in a cashless manner thus insulating the family from catastrophic financial shock. Because of its scope, PM-JAY is the world's largest health insurance/assurance scheme that offers a health cover to nearly 10.74 crore poor families which comes to a staggering 50 crore Indians that form 40% of its bottom population. It is fully funded by Gol and provides financial protection for a wide variety of secondary and tertiary care hospitalisations. The prime objective of PM-JAY is to reduce catastrophic out-of-pocket health expenditure by improving access to quality health care for its underprivileged population.

To add to existing health challenges, in the last few months, COVID19 has pushed every nation, including India to relook at their health systems, amplify preparedness to tackle epidemics with such rapid transmissions as well as ensure that care is accessible to the last mile.

These are also times that have brought to the forefront the co-dependent nature of businesses and economies. With many countries gradually easing their respective lockdowns, there has occurred a shift towards building resilient and self-reliant health systems.

For India, becoming self-reliant or "Atmanirbhar Bharat" means an added fillip to Making in India and Smooth Digitization across industries. This will also mean an

increased focus on balancing med-tech innovations with health tech solutions, indigenization of healthcare manufacturing capabilities, collaborating and developing close nexus between academia and R&D labs and Pharmaceutical companies.

The objective of the **CII Healthcare Week: Redefining Healthcare Ecosystem** is to create a unique multi sectoral digital health exhibition and knowledge platform which facilitates interaction between all its stakeholders.

WHY EXHIBIT?

This digital exposition will be an opportunity to participate in the largest ever virtual healthcare event in India showcasing the technological advancements, new products, innovations. It will be a platform to exhibit case studies, research, applications, equipment, Next-Gen technologies and strategies that are transforming the Healthcare systems and improving care outcomes. This will be an opportunity to explore, discover and facilitate newer partnerships, enable collaborations between private and public stakeholders and chart themes that will drive businesses forward in coming years and beyond. The exhibition will offer a unique prospect for:



CII REDEFINING HEALTHCARE ECOSYSTEM CONCLAVE CUM EXHIBITION WILL BE DIGITAL:

CII Redefining Healthcare Ecosystem will be hosted on a Digital Conference-cum-Exhibition Platform. It will provide all the benefits of physical conclave without the logistics and other related costs. Participants can set up the company stall and attend B2B events and conferences from the comfort of their home / office. The defining features of this digital event are:

- Digital exhibition stalls with helpdesk feature that allows prospective customers to browse through company's products and offerings, independent of time zones and geography.
- Digital B2B Lounge where one can connect with prospective business allies.
- Digital Conferencing and Sessions enable participants to attend seminars and other sessions at the conclave from the safety of their home or office.
- Digital Library archives the sessions and talks so that participants can view them at their convenience.

Facilities available in the Digital Exhibition Stall for the Exhibitors:

- **Publish company information:** Company Name, Banner, logo, brochure, Introduction Video, Brief Write-up about your company, contact details, company Website etc.
- **Product/Service information:** Photographs / Images of products / services; Videos showcasing Product / Capability; product Brochures; product Write-up; product Website/URLs. Each exhibitor can upload up to 10 product details in each stall.
- **Company/Booth Representatives:** Visitors can connect with booth representatives via live Chat, Email, SMS or leave a message.
- **Analytics & Instant Alerts with Information of Visitors:** Each exhibitor can access contact details of

business visitors visited their stall.

- **Complimentary Delegate Registration:** Each exhibitor will be eligible for registration of 5 complimentary delegates.

KNOWLEDGE SESSIONS & CONFERENCES:

17 August	CII Public Health Conference
18 August	14 th Health Insurance Summit 2020
19 August	Global Ayurveda Conference: Unleashing the Potential of Ayurveda - Managing Pandemic & Preventing Diseases
20 - 21 August	CII MedTech Virtual Summit 2020: Charting the MedTech Route to AtmaNirbhar Bharat

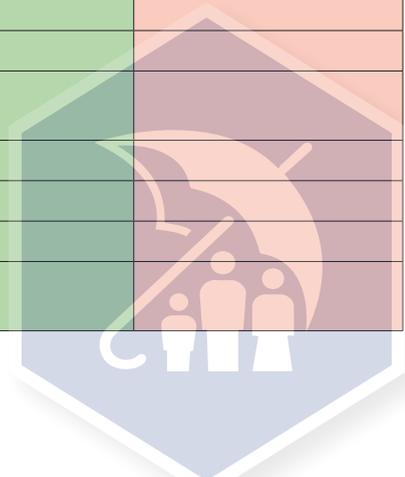
B2B MEETINGS:

The conclave provides the opportunity for stakeholders to engage in B2B meetings. Further, the conferences will provide an ideal platform to access stakeholders and leaders and benefit partners immensely by:

- Providing a unique partnering opportunities
- Providing exclusive global media coverage
- Providing a focused, captive and relevant target audience
- Opportunity to network and build relationships with stakeholders globally

EXHIBITION FOCUS:

Healthcare	Medical Technology	Pharmaceuticals	Ayurveda & Wellbeing	Public Health
Artificial Intelligence in Healthcare	Essential Critical Care Items	Ancillaries/equipment manufacturers for pharmaceutical manufacturing	Ayurveda	Climate Change & Human Health
Best Practices adopted by industries for employee's wellness	Medical technologies / devices and equipment	Emerging partnerships- industry-academia	Homeopathy	Nutrition & Health
Diagnostics	PPEs	Innovations in logistics and supply chain	Other Alternative Medicine & Therapies	Occupational Health & Safety
E-Healthcare / Telemedicine	Ventilators	Pharmaceuticals / COVID-19 therapeutics	Yoga	TB Free Workplaces
Health Insurance				
Industrial solutions for sanitisation				
Innovations / Start-ups				
Medical Tourism				
Sports Medicine				
Virtual innovations supporting businesses				



EXHIBITOR PROFILE:

Ayurveda	Critical care and emergency equipment	Diagnostic equipment
Disinfection & Waste management / Disposal systems	Healthcare IT	Homeopathy
Hospitals	Hospital furniture	Hospital supplies
Indian system of medicines	Insurance companies	Medical equipment
Medical disposables	Medical & Nursing Colleges and Academia	Medical software
Patient Transport providers	Medical equipment / products for pathological & clinical laboratory	Physiotherapy equipment
Radiation safety	Pharmaceutical	Rehabilitation aids
Surgical instruments	Radiology & imaging equipment	Yoga

VISITOR PROFILE:

Central Government Ministries and State Government	Dealers, distributors & stockists	Doctors, Physicians, Surgeons, Specialists
Healthcare organisations	Health tourism operators	Hospitals, Hospital administrators & technicians
Medical & Nursing Colleges and Academia	Medical & Paramedical fraternity	Public health services
PSUs and Government Institutions	Research and Development organisations	

Visitor access to the virtual exhibition is free, however pre-registration is must.

SPACE RENTAL / EXHIBITION CHARGES:

CII Members	₹18,000
Institutions, Start Ups, NGOs, Government Ministries, State Governments & PSUs, Government affiliated organisations,	₹18,000
Non-member companies	₹22,000

+ applicable GST

DELEGATE FEE:

Category	Single Conference access	Access to all Conferences
CII Members	₹500	₹1500
Non-Members	₹750	₹2100

+ applicable GST





Confederation of Indian Industry

125 Years - Since 1895

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 working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry.

For 125 years, CII has been working on shaping India's development journey and, this year, more than ever before, it will continue to proactively transform Indian industry's engagement in national development. The premier business association has more than 9100 members, from the private as well as public sectors, and an indirect membership of over 300,000 enterprises from around 288 national and regional sectoral industry bodies.

With 68 offices, including 9 Centres of Excellence in India, and 10 overseas offices in Australia, China, Egypt, France, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 394 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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Reach us via our Membership Helpline: 00-91-124-4592966 / 00-91-99104 46244

CII Helpline Toll Free Number: 1800-103-1244

For more details on the exhibition, branding and participation, please contact:
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#cii4india

#cii4health