

**Potential and opportunities
for export of Ayurvedic products and services**

**Global
Ayurveda
Summit
2010**



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Presentation today ...

- Talk will deal with “Ayurvedic” export potential only
- Talk will deal with potentials to be expected in the next 3-4 years only
- Talk is modulated in an attempt to finish on time

Ayurvedic Global Potential

Ayurvedic Practice

**Value Added
Products**

**Botanicals
used in
Ayurvedic
tradition**

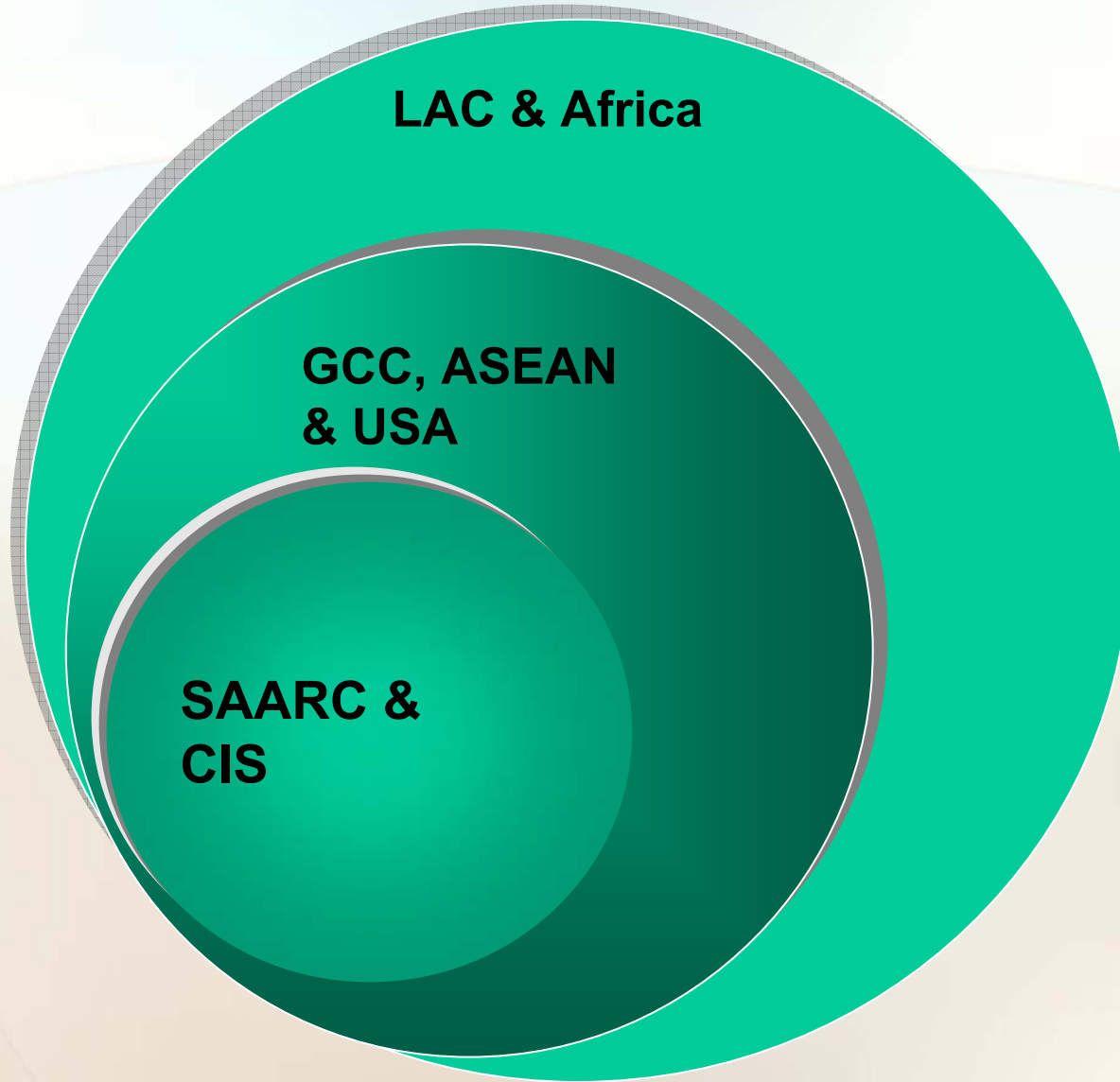
Ayurvedic Global Potential - Value Added Products

**Ayurvedic
Medicines**

**Ay. Dietary
Supplements**

**Ay. - Food &
Functional
Foods**

Ayurvedic Global Potential - Markets



First of the block ... 1000 crs++

- Standardised botanical extracts of herbs known to be used in Ayurveda
- Its important to put our ingredients into play - generate papers in public domain
- Experiential 'safety' is greatest of all
- Ayurveda is about using various herbs in harmony, not the herbs *per se*
- ***Be clear on Traditional Use* - TM monograph**

Low Hanging Fruits - SAARC & CIS

- Full scope Ayurveda possible for this target market - INDIA yet to mark priority
- Task Forces and collaboration with MoC, MEA, required to realise bi-lateral negotiation ‘agenda point’
- SAARC one-voice on Std’s & GMP is a must
- ASU Industry to be ready for Sch T+ & AyDMF

Engaging - ASEAN

- Doctrine of cooperation forged → Ayurveda / India not included “**Bangkok Declaration on TM**”
- A need to encash on Indian culture and diaspora
- Dialogue to be in basis of Ayurvedic Practitioner & Medicine ; DS as per their supplement laws
- Propose FDA equivalent liason offices - make cood easier ; 3rd party GMP audit
- **Get ready for reciprocal allowances**

“Global Herbal beacon” - USA

- A missive has been received to design pre-shipment QUALITY ASSURANCE protocol for Ayurvedic exports to USA
- An opportunity to “engage” and format a welcoming market for Std Extracts & DS ; Clear Mkt Access
- An opportunity to put our monographs and “hygiene” as pre shipment requirements
- An opportunity to have the largest nos of US FDA approved DSHEA GMP units outside of the USA

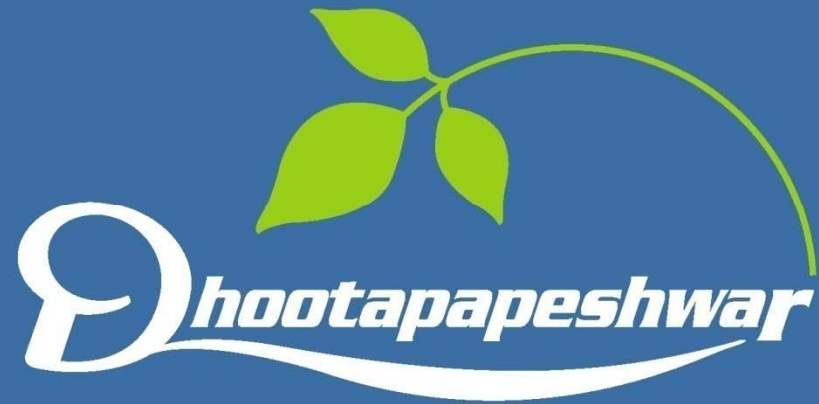
LAC & Africa

- Africa - market of the next 3 decades
- INDIA has goodwill - South-South coop.
- South Africa / Egypt accept Ayurveda
- Most countries do not have their Regulations for herbal products in place
- “INDIA” brand promotion is ON ; Ayurveda to be included
- Capacity to accept full scope Ayurveda

Realising a Global ambition ...

- ASU industry - a will to go Global
- PHARMEXCIL - AYUSH CELL
- SHEFXCIL & NMPB - global accreditation →
Organic, fair trade, legal & sustainable
- Dept. of AYUSH - Ind. Cell (Jt Sec level)
- MoC - bilateral negotiations ; Trade barriers
- MEA - making a “national interest” point

Thank you ...



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