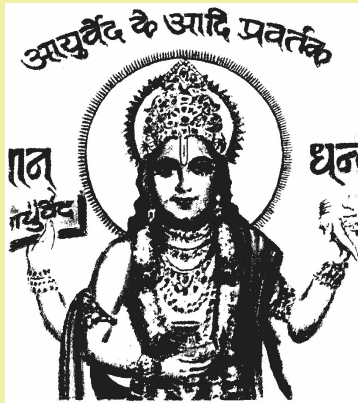




Market opportunities for Ayurveda in Central & Eastern-Europe

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In the frame of: **Arogya 2007**

International Exhibition and Meeting of Experts of Ayurveda

26th-28th of October 2007, New Delhi, India

International Conference-cum-Exhibition on Ayurveda

Budapest, 29th of September 2007



- **organizers: Embassy of India, HAMF**
- **sponsors: AYUSH, Garuda Trade Ltd.**
- **500 participants**
- **32 lecturers**
- **15 European countries represented**
- **10 exhibitors**

Main Features of the European Market

- **European Union :** **550 million people**
- **Central-East-Europe:** **200 million people**
- **Hungary:** **10 million people**
- **growing awareness of healthy lifestyle → Ayurveda**

European Union Member States



Introducing Ayurveda into Hungary

by Garuda Trade Ltd. (between 1991-2004)



- **first ayurvedic products introduced to Hungary in 1991**

- **main supporter: Mr. G.C. Burman, MD of Dabur India Ltd.**

- **veterinary products since 1998**

- **30-years Programme elaborated by Garuda Trade and HAMF**

Milestones of the first 15 years of the introduction of Ayurveda to Hungary

- 1991.** Garuda Trade Ltd. was founded for Ayurveda only
- 1992.** Dr. Deepika Gunawant - lectures on Ayurveda
- 1994.** Prof. Dr. Ram Harsh Singh - lectures in Budapest and Szeged
- 1996.** Hungarian Ayurveda Medical Foundation (HAMF) was established
- 1997.** Dr. K. Bharti taught 19 Hungarian doctors for Ayurveda

Milestones of the first 15 years of the introduction of Ayurveda to Hungary

- 1997.** Ayurveda became an official health-care system in Hungary (Government Decree 40/1997 on Naturapathy)
- 1998.** First ayurvedic veterinary products were licenced
- 2000.** Dr. Lilla Király studied Ayurveda at BHU
- 2001.** Indo-Hungarian Health Agreement (10th point on Ayurveda)
- 2003.** Inauguration of the Ayurveda Library of HAMF

Milestones of the first 15 years of the introduction of Ayurveda to Hungary

- 2003.** Dr. Dóra Megyeri - first veterinarian diploma work on Ayurveda
- 2004.** Hungary became a member the EU; new regulations - licencing and customs clearing more difficult
- 2005.** Diploma works on Ayurvedic massage and cosmetics
- 2006.** First Central-European Ayurveda Veterinary Conference
- 2007.** - XV. Indo-Hungarian Joint Business Council Meeting in Delhi
Ayurveda is one of the main topics
 - Ms. Virág Hódi: first pharmacist diploma work on Ayurveda
 - International Conference-cum-Exhibition on Ayurveda (first in Europe)

Market opportunities for Ayurveda today in Central-Europe

- **growing awareness for healthy lifestyle → Ayurveda**
- **OTC-products – around 6 billion EUR / Year in the EU**
- **Ayurveda products users: 1-2 % of population**
- **decreasing and ageing population - more prevention**
- **medical service more expensive**
- **long waiting lists at hospitals**
- **lack of prevention in some countries**

Market opportunities for Ayurveda today in Central-Europe

Is there any demand for Ayurveda and ayurvedic products?

The answer is: **YES**.

There is a need for:

- ayurvedic products (paramedicines, cosmetics, veterinary products)
- ayurveda education (for the public, and in universities)
- ayurvedic therapies, doctors
- ayurvedic wellness services (massage, cosmetics)
- re-export of products within EU

Market opportunities for Ayurveda today in Central-Europe

A growing demand is expected for:

Ayurvedic products for human health-care:

paramedicines

cosmetics

Ayurvedic services for human health-care:

wellness (cosmetics, massage),

ayurvedic therapies (panchakarma and others),

authentic ayurveda doctors

Ayurvedic products for veterinary health-care:

paramedicines

fodder-supplements

bio animal products for human consumption

Present status of Ayurveda in Hungary

In Hungary and in the EU:

- favourable licencing conditions in Hungary till 2004
 - Government Decree 40/1997 still in force
 - EU-regulations after 2004
 - customs clearance more difficult
 - growing market-competition on herbal products
-
- India speeded up promotion of Ayurveda in Europe

Conditions of Product-Licencing in Europe

- 1. products to be licenced or registered (inside EU)**
- 2. outstanding effects (R&D, quality controls, ISO-standards)**
- 3. well-designed, attractive, export-worthy packing**
- 4. at competitive price**
- 5. strong and multilevel marketing activity**
- 6. authentic informations and documentation**
- 7. clinical reports, tests done in EU**
- 8. in cooperation with Garuda Trade Ltd. and the HAMF**

Main Challenges

1. **the legal status of Ayurveda should be strengthened**
2. **uniform customs tariffs for different products**
3. **strong market competition – awareness of Ayurveda**
4. **lack of authentic informations and education**
5. **lack of scientific cooperation between India and EU**
6. **lack of communication due to big distance**
7. **weak marketing activity**
8. **lack of authentic ayurveda practitioners and proper partners**

Overwhelming the Obstacles

- 1. more favourable legal status within EU**
- 2. better trade conditions**
- 3. strong sales network**
- 4. authentic ayurveda information in media**
- 5. better scientific cooperation**
- 6. ayurveda advisers in EU countries**
- 7. programmed marketing for 3-5 years**
- 8. strong, reliable partners in each EU countries**

Necessary features of Indian companies who wish to enter the European market

- 1. Strong financial and scientific (R&D) background**
- 2. Strong company goodwill, firm history**
- 3. GMP-certificate, Indian licences**
- 4. Natural herbo-mineral classical ayurvedic products**
- 5. Ability to invest in marketing**
- 6. Regular mutual visits to the partner country**
- 7. Support the dissemination of the knowledge of Ayurveda**
- 8. Supporting of Ayurvedic Europe-wide events, conferences**

Thank you for your kind attention!



**Visit us in Hungary,
the gate for EU!**



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