



**International Conference-cum-
Exhibition on Ayurveda**

Budapest September 29, 2007

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How to promote Ayurveda in Europe

Definition of Marketing

Concept for politics in

- Price
- Product
 - Quality
 - Characteristics
 - Image
- Distribution
- Communication
 - Media
 - Public Relations
 - Advertisement
 - Events
 - Internet

Definition of Market

Market exists,
where request and offer are meeting

Market sectors of Ayurveda

Europe:
Wellness
Prevention
Therapy
Medicine

Contact potential of Ayurveda

Europe

- > 2.000.000
Germany (2.260.000)
- > 1.000.000
UK (1.710.000), France (1.130.000)
- > 500.000
Russia (827.000), Switzerland (708.000), Italy (610.000),
Spain (618.000), Portugal 543.000), Austria (538.000)
- < 500.000
Hungary (285.000)

Out of Europe: India (2.180.000), USA (2.340.000)

Google (September 15, 2007)

Market Power

OTC Products in Euro

- Germany 4 Billions¹
(Distribution 84% via pharmacies)
- UK 3 Billions²
- Switzerland 0,4 Billions³
- Hungary ?

¹Corfina AG, 2006 ²The Proprietary Association of GB, 2005)

³APO/SD/SPI/DRO Index Swissmedic A, B, C, D, Zinkl.
Impfstoffe, 2006

Who are the clients in Europe?

For consumption of services and products

- Distributors (Hotels, Pharmacies, Internet, Travelagencies, ...)
- Patients
- Individuals

For information about Ayurveda

- Individuals (Patients, Consumers)
- Health Professionals (Doctors, Therapists, ...)
- Health Companies & Entities
- Societies / Associations
- Politicians

How do clients get knowledge of Ayurveda?

- Via Hotels & Travel Agencies
- Via Media
 - Newspapers, Magazines, Special Interest Publications, TV & Radio Broadcast
 - Advertisement
- Via Internet
- Via Friends who got in touch with Ayurveda
- Via Events

Answers to the Question: „What is Ayurveda?“

- Aloe Vera
- Wellness
- Massage
- Much Oil
- Expensive
- Comes from India
- Heavy Metals and Toxins in Products and Pills

What does this show to us? and What is the meaning of this?

There is hardly any knowledge existing in most parts of Europe about what Ayurveda really is !

Among „informed“ people, the image of Ayurveda is not positive!

Producers of Ayurvedic products want to serve a market, whose possible clients still do not know, what Ayurveda is or often have a negative image of it!

Why people shall request something, they even do not know, that it exists and what it is?

Why politicians should engage themselves for something, their peoples do not even know and do not request as medicine?

Why Marketing?

The **target of marketing** is,
that the product sells by itself.

The **way of marketing** is
to know and understand the client such as well,
that the product fits perfectly
and so far sells by itself!

How to obtain this? or How to promote Ayurveda?

Concept for and realization of

1. Right Information
2. Quality standards
3. Public Affairs

for Ayurveda in Europe.

1. Information about Ayurveda

- a) Independent Journalism
- b) Structured and well investigated
- c) Facts about
 - what Ayurveda is
 - the markets (services and products)
 - complementary therapies
 - alternative medicine system
 - research in western and countries of origin
 - politics WHO and EU
- d) Public events and conferences

2. Quality standards for Ayurveda in Europe

Definition of criterias and quality standards in

- a) education & teaching
- b) products
- c) services
- d) therapy
- e) medicine

recognized on EU level and accepted by Europeans.

3. Public Affairs for Ayurveda

- Creation of an Ayurveda Head Quarter or Roof NGO in Europe with seat in Brussels
- Lobbying
- Regular exchange between GOs and NGOs in the medical, teaching & product sector
- Conferences with doctors & scientist from Indian **and** European Universities and Hospitals

First Steps towards Realization

- Forming an International Commission for Quality Standards
Possible Start: Summer 2008
- Engaging an „Ambassador“ for Ayurveda in Europe
- Engaging an Agency for Public Affairs (Lobbying)
- Realizing the concept of EUROPEAN MEDIA SERVICE AYURVEDA©
Possible Start: Beginning 2008

The background features a blue gradient with a faint, semi-transparent image of the US Capitol dome on the left. Five yellow stars are arranged in a curved pattern across the upper right portion of the image. A semi-transparent white rectangular box is positioned at the top left, partially overlapping the Capitol dome image.

Thank You for your Attention