Post-Show Report
Introduction

AYUSH stands for Ayurveda, Yoga & Naturopathy, Unani, Siddha & Homoeopathy. The purpose of AYUSH is to protect health of the healthy and alleviate disorders in the diseased. The main thrust of AYUSH is to synchronize and coordinate the various bodily functions by identifying the imbalance in the body. AYUSH is not just a preventive health care system; it is a way of life that found its origins in ancient Indian Subcontinent thousands of years ago.

An idea of bringing Hon’ble PM Shri Narendra Modi’s Vibrant legacy to regional level for efficient penetration become successful with the overwhelming response of Vibrant Saurashtra Expo and Summit 2016.

AYUSH segment got a vibrant platform to showcase its salient features and reach to the end users at Vibrant Saurashtra Expo and Summit 2016.
The paramount and foremost nucleus of Vibrant Saurashtra Summit 2016 was to put Saurashtra on the global map of commerce, trade and industrialization as a distinctive and eminent player. The Summit catalyzed the portrayal of Saurashtra as a lucrative and ripe investment destination. The vividity and cultural frolic at the Summit further added on to enhance the inducement towards niche sectors of medical tourism and education and AYUSH.

Vibrant Saurashtra has been efficacious and beneficial in yielding the desired rostrum for the SME’s, industrial giants and other crucial players in the sectors in not only Saurashtra, but the state as well. The Vibrant Saurashtra Summit 2016 has been an initiation to further effectively contribute to the Honorable Prime Minister Shri Narendra Modi’s Vibrant Gujarat Summit vision.

This one of its kind venture, has opened a plethora of avenues in terms of opportunities in the AYUSH sector of exploration, global networking and exposure of national and international companies.

Vibrant Saurashtra Expo 2016 was multi-sectoral show with eight dedicated pavilions of different segments. Among them one pavilion was provided to Ministry of AYUSH to conduct State Arogya Fair 2016.
ENDORSEMENT BY DIGNITARIES

Shri Shripad Naik, Minister of State (I/C), Ministry of AYUSH and MoS, Health and Family Welfare

Hon’ble Union Minister of Health Endorsing VSES 2016

Smt. Smriti Irani, Union Minister of HRD, India

Shri Sameer Shah along with committee members of VSES 2016 met Shri Santoshkumar Gangwar, Union Minister of Textile

Rajkot Chamber and VSES 2016 committee members & Shri Mohan Kundariya inviting Dr Mahesh Sharma, Union Aviation Minister


Shri Shripad Naik, Minister of State (I/C), Ministry of AYUSH and MoS, Health and Family Welfare


Shri Govindbhai Patel, Minister of Energy and Petrochemicals & Science and Technology, Gujarat

Shri Mohan Kundariya, Minister of Agriculture & Farmers Welfare, India
ENDORSEMENT LETTERS

Shrimati Anandiben Patel,
Chief Minister of Gujarat

Shri Mohan Kundariya,
Minister of Agriculture & Farmers Welfare,
India

Shri Saurabh Patel,
Minister of Finance, Mines and Minerals,
Printing and Stationery, Cottage Industries,
Energy and Petrochemicals, Salt Industries,
Planning Tourism & Civil aviation,
Gujarat

Endorsement

MESSAGE

I am happy to learn that Organic Communication Pvt. Ltd. has been an important part of Vibrant Gujarat Expo 2016. I congratulate the OGC team for their hard work in organizing Vibrant Gujarat Expo and Summit in the months of January and February 2016.

I am sure that this event will help to promote the development of the state and the country. I wish you all the best for the success of this event.

(Signature)

Shri Shripad Naik,
Minister of State (I/C), Ministry of Ayush and MoS,
Health and Family Welfare

MESSAGE

I am happy to know that the Vibrant Gujarat Expo and Summit 2016 was successfully organized in February, 2016 with the support of the Government of Gujarat.

I congratulate the OGC team for their hard work and dedication in organizing this event.

(Signature)

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Bestowed with the esteemed presence of some of the most renowned names and faces of all sectors, The Vibrant Saurashtra Summit 2016 was inaugurated by Smt. Anandiben Patel, Hon. Chief Minister, Gujarat. Other eminent political figures at VSES 2016 were Shri Mohan Kundariya, Hon. Minister of Agriculture and Farmers Welfare, India and Shri Vijay Rupani, Hon. Minister of Transport, Water Supply, Labour and Employment, Gujarat. Shri Govindbhai Patel, Minister of Energy and Petrochemicals & Science and Technology, Gujarat.
The participating sectors at Vibrant Saurashtra Expo & Summit 2016 included the following:

- RBA Pavilion
- Education & Invention India Pavilion
- Corporate & Ceramics Pavilion
- Agriculture, Food & Edible Oil Pavilion
- Engineering, Machine Tools & Textiles Pavilion
- State Arogya Fair 2016
- Indext-C Pavilion
- MSME Pavilion (Kitchenware, Imitation Jewellery & Brass)

**The Show:** State Arogya Expo 2016 at Vibrant Saurashtra Expo & Summit 2016

**Organized By:** Rajkot Chamber of Commerce & Industry/ Government of Gujarat

**Dates:** January 8-9-10-11, 2016

**Venue:** Race Course ground, Rajkot, Gujarat.

**Area of the Trade Show:** 5000 sq. meters along with Summit Dome total of 10000 sq meters

**Area of Arogya:** 600 sq. meters

**No. Of Participants:** 25+ Companies

**No. Of Visitors:** Over 2 Lacs

**International Delegates:** Over 200
State Arogya Expo Pavilion

An international standard air conditioned pavilion of 600 sq. meters provided for arogya expo to promote AYUSH awareness and showcase development in various systems under the ministry of AYUSH.

Below departments of ministry had participated.

- Central Council for Research in Homeopathy, Navi Mumbai
- Central Council for Research in Siddha, Chennai
- Central Council for Research in Unani Medicine, New Delhi
- Central Council for Research in Yoga And Naturopathy, New Delhi
- Morarji Desai National Institute of Yoga, New Delhi
- Ayurveda Contraceptive Drug Research Institute, Ahmedabad
Various experts and exhibitors shared valuable information during learning Sessions organized for the general public. The themes were based largely on Immune system, Homeopathy in Women's disorders, Treatment in Ayurveda, Yog se Arogya and Non-Communicable Diseases management in Siddha System etc… Diverse endangered herbal and medicinal plants were also showcased and brought to the public.

Besides, Ministry of AYUSH, Govt of India also displayed Books, Literature and Visual displays related to Homoeopathy, Ayurveda Sciences, Unani Medicine, Siddha system and Yoga to add to the benefit of the visitors.

It saw a Unique standing in terms of scale, exhibitor variety, buyer attendance, buyer distribution, business turnover and credit standing.
Overwhelming Visitors’ Footfall at State Arogya Expo 2016

The Vibrant Surashtra Expo & Summit 2016 saw an immense footfall of over 2,00,000 people in the days it was organized. Visitors primarily shopped for a variety of medicines, life giving therapies and herbal products for treating diabetes, blood pressure, liver and lungs problems, cervical and joint pains, slip disc, gastric diseases, sciatica, cervical spondylitis, teeth problem, cataract, enhancing immunity, reducing cholesterol etc. New product launches and lucky draw schemes also attracted the attention of the public.

Additionally, free counseling and medicines were also given to visitors to increase awareness as well as demonstrate efficiency of AYUSH medicines. Live Yoga demonstrations also attracted a large number of visitors and motivated them to incorporate it into their daily life.

Overall, The visitors of AYUSH pharma segment, practitioners and hospitals of all AYUSH systems, AYUSH based service institutes and centres, research institute and departments, laboratory equipment and machinery manufacturers, makers of hospital and surgical equipment, insurance companies, health tourism industry, herbal traders and medicinal plant cultivators had got benefit from an array of exhibitors of same segments.
Exhibitors from Private Sector

It gave business opportunities for AYUSH industries players such as hospitals, clinics, consultancy firms, research outsourcing centres, production outsourcing companies, product development institutions, national and international universities and educational institutions, laboratories, resorts and spas, trade house and knowledge bank services to reach out to the general public. It also involved different trade and business associations of national and international importance in this sector, and major government and private organizations to benefit from this opportunity.
Some of the most highlighted and special events which were quite distinguished from the rest comprise the summing up of VSES 2016. A total of 2238 INR Crores worth of MOUs were realized during the VSES 2016 which is a very important step in the path to development. Projects were signed in areas ranging from engineering to steel industry as well as Agricultural sector, which forms the backbone of Indian Economy.

The Vibrant Saurashtra Summit 2016 has been fostering leading edge permutations and innovations, supportable feasibility, industrial amelioration, expertise augmentation, insightful knowledge sharing and all-inclusive networking. All these attributes have accorded to engage entrepreneurs compelling and competently resulting in an overwhelming response.
Some of the key milestones realized during the summit include:

**Business with Netherlands**  
*Key Representative* - Mr. Job Glas, The Netherlands Business Support Office

**Business with United Kingdom**  
*Key Representative* - Shri Mahendrasinh Jadeja, Corporate Advisor, Jardins B2B Consulting  
Mr. Uday Dholakia, Chairman, Indo British Trade Council  
Mr. Ranjit Sampath, Regional Director, South Asia, De Montfort University – U.K  
Mr. Bimal Patel, MD, Magnetic Ticket and Label Corporation

**Business with United States of America**  
*Key Representative* - Mr. Milan Zatakia, Chairman and CEO, Millennium Aero Dynamics Pvt. Ltd., Founder, US-India Importer’s Council  
Mr. Kirit Udeshi, MD, Forte Consultants  
Mr. Umesh Kapadia, Corporate Advisor

**Business with Dubai, UAE**  
*Key Representative* - Mr. Mustafa Taherali Saasa, Chairman, Sarrahraj Enterprise Pvt. Ltd

**Business with Saudi Arabia**  
*Key Representative* - Mr. Shabbir Patel, Al Makarem Co., Saudi Arabia
The event not only focused on Business, but also aimed at representing our culture and entertainment to the rest of the world. VSES 2016 was made special with the entertaining flavor of Fashion Shows and Traditional Music and Dance performances. Immensely talented and renowned Gujarati artists performed adding to the charm of the evening. The event was truly Vibrant with all the fun filled activities.

Here are some snapshots of the merriment at VSES 2016.
NEWSPAPER ADVERTISEMENTS
In all leading newspapers of Saurashtra
VSES 2016 received immense and overwhelmingly positive coverage across various media such as Newspaper, Outdoor Hoardings, Magazines and over social media platforms. The grand summit left an imprint in the hands of history.

Here are some snapshots of the coverage achieved by VSES 2016 across the diaspora of various media platforms.
The four-day event is scheduled from January 8 to 11 at the Race Course ground in the city. The summit is being organized by Gesteng Communications, an international trade advisory firm Global Network and co-organized by the Rajkot Chamber of Commerce and Industry (RCCI), in association with Indextb, government of Gujarat and several associations of Saurashtra traders.

"Focus of the summit is trade, investment, tourism, education and culture. Clusters from all over Saurashtra are participating through an exhibition and a knowledge summit. Products and services of Saurashtra region will be on display," said Sameer Shah, president, RCCI. Delegations from 10 Indian states and 10 Indian companies.

"We hope that the event will help in promoting the region's products and services on a global scale," said Shah. The event will also feature panel discussions, workshops, and roadshows with participating companies.

The summit aims to promote Saurashtra as a potential investment destination and to strengthen the region's trade and commerce sector. It is expected to attract a large number of participants from various sectors, including manufacturing, agriculture, and services.
OUTDOOR MEDIA

VENUE BRANDING
Alternate is the new mainstream medicine... Join this movement of health & prosperity at the Ayush Pavilion of VIBRANT SAURASHTRA EXPO AND SUMMIT 2016 8 - 10 JANUARY, RACE COURSE GROUND, RAJKOT TRADE | INVESTMENT | TOURISM | EDUCATION | CULTURE

Shri Jagat Shah, CEO, Global Network addressing audience for Make in India & Rajkot Kitchenware Manufactures Association Roadshow

Lodhika GIDC Association

Presentation at Gems & Jewellery Association Rajkot
INTERNATIONAL ROADSHOWS

Mr. Jagat Shah inviting Consul General of India(UK) Mr. Jeetendra Kumar Sharma to Vibrant Saurashtra 2016 - Leicester, UK

Meeting with Dr Guann Jyh Lee, Executive Director of Taipei Economic and Cultural Center at Taiwan embassy.

Interaction in Delhi

Interaction with President of India Business Forum, Uganda

Interaction with USA Embassy team from Delhi & Mumbai

Interaction with Chinese Delegation
The Industrial state of GIDC was first established in Rajkot, and the **Rajkot Chamber of Commerce & Industry** has contributed significantly for the development of Rajkot region in the fields of Boeing Services, Doordarshan Kendra, Education, Telecommunication etc. The grand success of Vibrant Saurashtra Expo & Summit 2016 would not have been possible without the support of R.C.C.I.

**iNDEXTb**, an organization of Government of Gujarat was set up with a noble intention to function as a ‘facilitating’ organization to ensure smooth and hassle-free experience for a prospective investor. The same guiding principles are hidden in the name of the organization popularly known as iNDEXTb. The letters in lowercase i.e. ‘i’ and ‘b’ encompass the entire philosophy.

- Professional dealings with a prospective investors should not get eclipsed in pursuit of ‘I’ or ‘ego’ and that is why letter i is small.
- ‘b’ for bureaucracy, often conjured up by a prospective investor as an intimidating entity most difficult to deal with, is given a touch of humbleness by keeping it in lowercase.

**Octagon Communications Pvt. Ltd.** was launched with a vision to be an expert in the field of trade fairs & corporate exhibitions. Trade shows have always been recognized as a crucial part of marketing, internationally. Octagon Communications consistently aims at providing B2B/B2C & Knowledge sharing platforms for different Industries and professionals by organizing trade shows integrated with summits, seminars and workshops at a global scale across India.

**Global Network** (GN) is an International Trade Consulting firm based in Ahmedabad, India. With an experience of over 23 years in India & abroad, GN is engaged in offering radical and sustainable improvement in the performance of its clients by taking them a step ahead of competition in the global arena of business.
Delegates from

Australia  Canada  Latvia  Mauritius  Mozambique  Netherlands  New Zealand
Portugal  Saudi Arabia  South Africa  Thailand  United Arab Emirates  United Kingdom  United States