



Ayurveda & Organic Expo

A NATURAL AND HOLISTIC APPROACH FOR WELL-BEING

WEST AFRICA - 13th - 14th JUNE, 2025

VENUE : ACCRA, GHANA.

Supporting Partners:



Ministry of Health - Ghana



GAMH



Africa's Growing Interest in Ayurveda


The African continent has witnessed a surge in interest in Ayurveda in recent years.

The natural and non-invasive nature of Ayurvedic treatments, combined with its effectiveness in managing various health conditions, has contributed to its popularity among African communities.

The recent visit of 15 African ambassadors to the AIIA OPD underscores the growing global recognition of Ayurveda as a holistic healthcare system. As more nations seek alternative and holistic approaches to wellness, Ayurveda's influence is poised to expand even further across continents.

The trade chambers/associations in Ghana and India have over the years maintain good relations and mount business delegations from time to time. The Ghana – India Trade Advisory can play very important role in helping Indian Ayurveda to lay a foundation in Ghana and can also help in getting wide publicity to this trade expo.

Also, apart from Agro, Pharma and Power & Energy, the Ayurveda & Wellness will also get a chance to foray in this market.





EXHIBITOR PROFILE :

STARTUP

Herbal Ayurveda & Unani products, raw materials & ingredients.


MSMEs: Global Brands into Wellness & Health Care & Organic Food Products

Wellness Therapy Centers promoting Wellness Tourism

Essential Oils: Natural Cosmetics Products

PRODUCT PROFILE :

Ayurveda, Unani & Siddha Medicines, Herbal Products Extracts & Ingredients, Natural Organic products, Health & Wellness supplements, Medicinal Plant Growers, Exporters & Direct Sellers, Oral Hygiene, Skin Hygiene, Aroma Essential Oils, Fragrance Manufacturers, Ayurveda & Spiritual Wellness, Anti-Ageing detox, Slimming and Lifestyle products.





VISITOR PROFILE :


Dealers, Distributors, Importers, Local Wellness Chains, Pharmacy Chains, Therapy Chains
etc.

Visitors: 2500 professional visitors from all cities of Ghana, Gabon, Gambia

ABOUT THE EXHIBITION:

After the successful completion of Mystic Ayurveda & Wellness Expo in September 2024 we have geared up for the 2nd edition (CIS) & 3rd edition (Africa). The first edition witnessed more than 1000 visitors and 150 B2B meetings

Mystic Ayurveda & Wellness Expo will be an ideal and most effective platform for promoting new and existing brands in the market of West Africa



WHY PARTICIPATE?

- Promote your brands from India to West Africa.
- Increase sales and exports from India to Ghana
 - Find new partners and joint ventures
- Opportunity to **Showcase New Products**, Innovations and Technologies on the demanding market
 - **Personal negotiations** with top managers and decision makers

BRANDS PRESENT IN GHANA

Deep Ayurveda, Hamdard Laboratories, Prana Ayurveda, Charak Ayurveda, Chaitanya Pharmaceuticals etc.

PARTICIPATION CHARGES PER COMPANY

1. The participation fee is USD 350 per sq mts. for a build-up booth of 9 sq mts including the furniture (1 table and 2 chairs, dust bin, spotlights, electric point and the name fascia)
2. The corner booth fee is USD 375 per sq. mts. For a build-up booth of 9 sq mts including the furniture (1 table and 2 chairs, dustbin, spotlights, electric point and name fascia)
3. Early Bird discount of 15% on 50% advance amount paid before 15th April, 2025.
4. USD 300 per sq mts. for a raw space.
5. Furniture apart from these items will be on a chargeable basis.



VIPEX
ASSOCIATES

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