

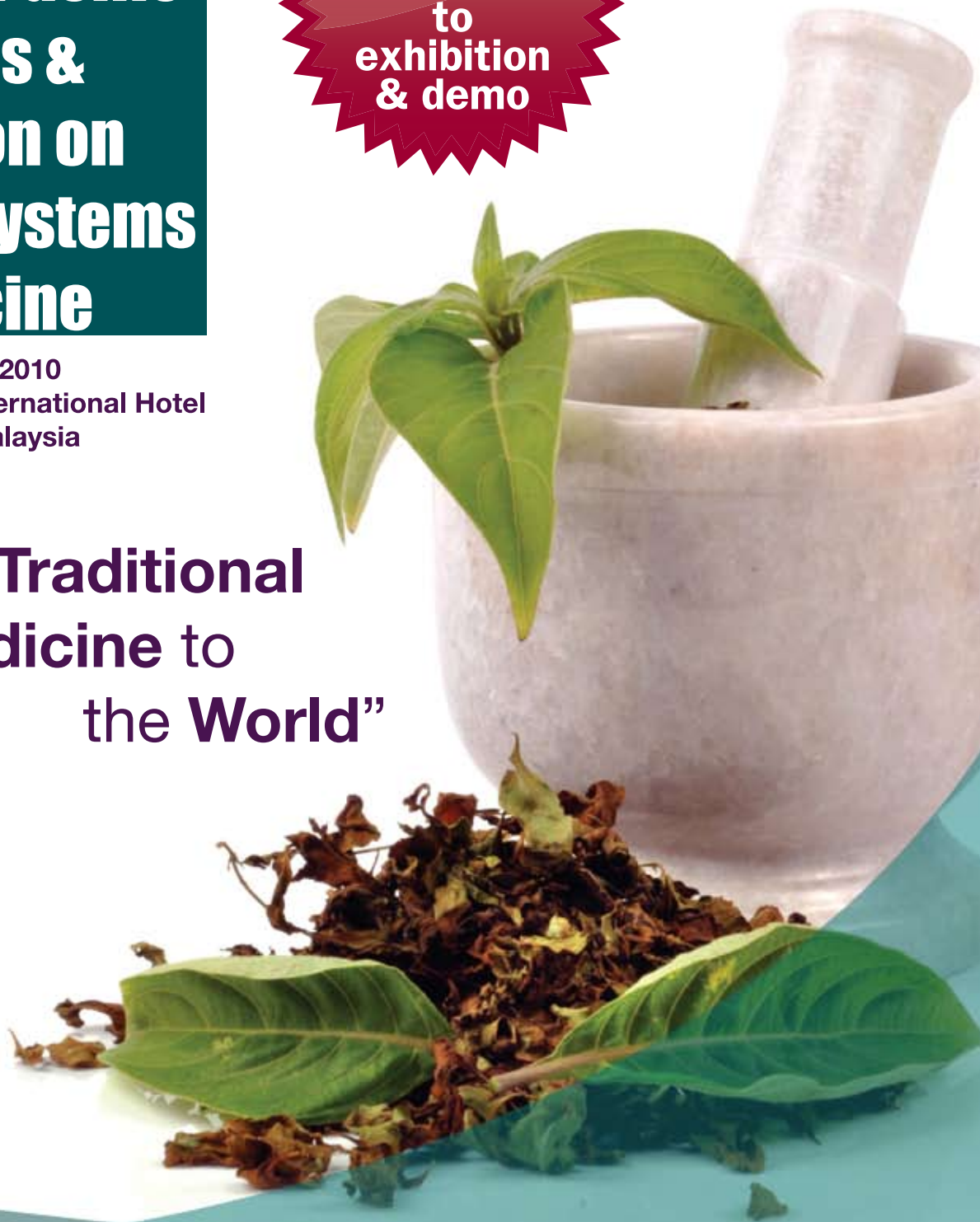
1st Asia Pacific Congress & Exhibition on Indian Systems of Medicine

24-26 September 2010
Kuala Lumpur International Hotel
Kuala Lumpur, Malaysia

**FREE
ADMISSION
to
exhibition
& demo**



“ Taking Traditional
Medicine to
the World”



Register Now! Contact: Amirah (+06) 019-372 7309 amirah@bayuworldwide.com

Hosted by:



www.ayurworld.org

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MSCM



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Event Manager:

BAYU
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EVENT OVERVIEW

The **1st Asia Pacific Congress on Indian Systems of Medicine (ISM) and Exhibition, Kuala Lumpur** is the pioneer event specifically designed for **showcasing the growth and development of Indian Systems of Medicine**, namely Ayurveda, Yoga, Unani, Siddha, Naturopathy and Homeopathy. The aim of the congress is to introduce and recognise ISM as part of the public health system as well as further educating the public at large on this field of complementary medicine.

This event is hosted by the **World Ayurveda Congress** and is in collaboration with the **Malaysian Society of Complementary Medicine** and **Malacca College of Complementary Medicine**.

This 2-day conference and 3-day exhibition is the perfect opportunity for the public, trade and professionals to come together to:

- Gain **valuable insight** and knowledge into ISM
- **See and experience** the products, services, brands and technology advancements in the field
- **Network** with vendors
- Create **business opportunities**

EVENT HIGHLIGHTS

- 2-day **International Seminar** on “Standardisation of ISM Practice, Training, Research and Industry”
- 3-day international **trade fair** and **exhibition** on products and services of Indian Systems of Medicine
- Informative **exhibition** on medicinal plants used in Indian, Thai, Malay and Chinese systems of medicine
- International **Business Meets** for ISM products and services
- **Product registration** and **product launches**
- **Workshop** on Entrepreneurship Development in Malaysian Herbal Industry and Indian Systems of Medicine for Wellness Industries
- Pre-conference workshops on Ayurvedic Therapies and Indian Medicine Pharmacy

OBJECTIVES OF APCISM 2010



- Introduce and recognise ISM as part of the public health system
- Creating awareness and educating the public on ISM
- Promoting ISM to the global health arena
- Present a valuable B2B and B2C platform for those in the industry
- Project Malaysia as a hub for ISM and complementary medicine in the Asia Pacific region

BENEFITS OF PARTICIPATION

Be a part of Malaysia's **pioneer** ISM exhibition

An opportunity to **present** and **sell** your products and services to international and local buyers

A **direct connection to your target audience** with the ability to collect effective feedback

A chance to **demonstrate, market and sell your products and services** with results in a mere 3 days

See what the market situation is like in terms of **competition**

Interact with experts of the field such as researchers, entrepreneurs and your consumers

Be seen as a key player in the industry with visibility at the exhibition

A practical approach to learning about Ayurvedic massages and pharmacy from experts in the field

An opportunity to get your **doubts and queries answered** by a reliable source well-versed in Ayurveda methods

Expanding your entrepreneurial horizons with more opportunities posed in the herbal industry and wellness tourism industry

The opportunity to **learn more and keep yourself** abreast with developments in the field of ISM

Renowned speakers in the field of ISM sharing their knowledge and expertise in one venue

Networking and interaction opportunities with other conference attendees from around the globe.

EXHIBITOR

CONFERENCE DELEGATE

WORKSHOP ATTENDEE

VISITOR

Discovering the latest developments in ISM's arena

Gain knowledge and insight regarding ISM and the opportunities posed in leading a healthy life with complementary medicine

Sample the latest products and services and purchase them at special promotional rates



EXHIBITION AND TRADE FAIR

exhibitor's profile

ISM Institutions

ISM Products & Service Providers

Essential Oils & Fragrance Products

Wellness Resorts & Spas

Ayurvedic Resorts

Eco-Tourism Service Providers

Biotechnology Companies

Medicinal Plant Nurseries

Seed Dealers

Organic Product Suppliers

Exporters & Importers

Financial Institutions

Forestry Bodies

Educational Institutions

Equipment & Machinery Manufacturers

Herbal Veterinary Products

Publications

Natural Products

Complementary Medicine Products

Yoga & Wellness Centers

Research Labs

Physicians & Natural Health Professionals

1 m x 2 m Standard Shell Scheme Booth



1 m x 2 m Standard Shell Scheme Booth



2 m x 2 m Standard Shell Scheme Booth



visitor's profile

Policy Makers

Scientists

Researchers

Traditional Medicine Practitioners

Complementary Medicine Practitioners

Distributors

Venture Capitalists

Government Agencies

Students

Herbal & Natural Health Service Providers

Manufacturers

Academics

Pharmaceutical Consultants

Industry Retailers

Industry Members

Consumers with interest in ISM arena

FEATURED SPEAKERS



speaker	topic	country
Dr. Eugene Wilson, Senior Researcher Fellow (Siddha) National Institute of Indian Medical Heritage (NIIMH), Central Council of Research in Ayurveda and Siddha (CCRAS), Dept. of AYUSH, Ministry of Health and Family Welfare	SIDDHA "Effect of Varma Therapy on Chronic Back Pain (Disc Protrusion) 'A Single Case Study	India
Dr Swarnali Sarma Melaka College of Complementary Medicine	HERBAL SUPPLEMENTS Herbal Supplements for Diabetes Mellitus	Malaysia
Dr. Sunil Kumar Director, Sanjeevani Ayurveda Hospital and Research Institute, Kerala, India	AYURVEDA Research in recurrent respiratory infections with Ayurvedic preparation	India
Dr. Pooja Sabharwal	AYURVEDA	Germany
Badurdeen Mohammed Nageeb Senior Lecturer Institute of Indigenous Medicine, University of Colombo, Rajagiriya, Sri Lanka	AYURVEDA	Sri Lanka
Dr Shariful Islam	TRADITIONAL MEDICINE Herbs used in lifestyle diseases in traditional medicine	Bangladesh
Dr Jeena N J Asst Professor, VPSV Ayurveda College, Kottakkal, Edarikode PO, Malappuram DT, Kerala, India	AYURVEDA Research in lifestyle diseases in Ayurveda	India
Dr Abdul Latif Associate Professor & Chairman Department Pharmacology & Pharmaceutical Sciences, Faculty of Unani Medicine, Aligarh Muslim University, Aligarh, India	UNANI Research in lifestyle diseases in Unani	India
Dr. C. Suresh Kumar Md. Ph.D Triveni Nursing Home, Vanchiyoor, Thiruvananthapuram, Kerala, India	AYURVEDA Managing repeated stress injuries with Ayurveda concepts on Marma	India
Dr. B. Duraiswamy Professor and Head of Department of Pharmacognosy, JSS College of Pharmacy, Ootacamund, The Nilgiri District, Tamilnadu, India	SIDDHA Medicinal plants used to treat cancer in Ayurveda	India
Dr Anbarasi Chandrasekaran Research Associate, Sri Ramachandra University, Porur, Chennai, India	SIDDHA Research on lifestyle diseases with Siddha Medicine	India
Dr. Gouri G Malayala Vaidya Shala, Singapore	AYURVEDA Research in lifestyle diseases in Ayurveda	Singapore
Dr. Parakrama Ekanayake Sri Lankan Traditional Medicine Preservation Foundation, Sri Lanka	INDIGENOUS MEDICINE Herbs used in Sri Lanka for lifestyle diseases by local indigenous healers	Sri Lanka
Vasanthi Pillai Innergy Training, Singapore	YOGA Yoga for lifestyle diseases	Singapore



EVENT SCHEDULE

pre-conference workshops

- 22 Sep Ayurvedic Massage Therapies
- 23 Sep Indian Medicine Pharmacy

conference

- 24 Sep Globalization of ISM - Challenges in standardisation of ISM practice
- Globalization of ISM - Challenges in standardisation of ISM education
- 25 Sep ISM for Lifestyle Disease
- ISM for Wellness Industries

workshops

- 26 Sep Entrepreneurship Development in Malaysian Herbal Industry
- Traditional and Complementary Medicine in Wellness Tourism

exhibition

- 24 - 26 Sep International Trade Fair and Exhibition on Products and Services of Indian Systems of Medicine
- Informative exhibition on Medicinal Plants used in Indian, Thai, Malay and Chinese systems of medicine
- International Business Meets for ISM products and services
- Product Registration and Product Launches

CONTACT

Kuala Lumpur International Hotel

Lorong Haji Hussein Dua, Off Jalan Raja Muda Abd Aziz
50300 Kuala Lumpur
Malaysia

Tel Number : +603 2697 8833
Fax Number : +603 2698 3145

**For special room rates and other enquiries contact:*

Bayu Worldwide Sdn Bhd

Unit 101, First Floor, Block C,
Damansara Intan, Jln SS20/27,
47400 Petaling Jaya,
Selangor Darul Ehsan, Malaysia.

Tel Number : +603 7118 8866
Fax Number : +603 7118 2222
Email : amirah@bayuworldwide.com

kuala lumpur international hotel map



REGISTRATION FORM

conference & workshops



Full Name _____

Gender Male Female

Organisation _____ Position/Title _____

Mailing Address _____

Country _____

Telephone/Mobile _____ Fax _____

Email _____ Website _____

CATEGORY

Malaysian Delegate

Delegate Student

International Delegate

Delegate Student Member Organisation

*Please mark your category in the relevant boxes.

PRE- CONFERENCE

22 Sep: Ayurvedic Massage Therapies

23 Sep: Ayurveda Pharmacy

CONFERENCE

24 Sep: Globalization of ISM-Challenges in standardization of ISM practice
Globalisation of ISM – Challenges in standardization of ISM education

25 Sep: ISM for Lifestyle Disease
ISM for Wellness Industries

PARTICIPATION FEE

Malaysian Participants

CATEGORY	CONFERENCE	WORKSHOP
Delegate	RM 250	RM 120
Student	RM 200	RM 100

International Participants

CATEGORY	CONFERENCE	WORKSHOP
Delegate	RM 300	RM 150
Student	RM 250	RM 150
Member - Organisation	RM 250	RM 120

WORKSHOPS

26 Sep: Entrepreneurship Development in Malaysian Herbal Industry

Traditional and Complementary Medicine in Wellness Tourism

TERM AND CONDITIONS

Payment methods for Malaysians include cash, cheque, bank draft and wire transfers. Payment methods for Foreigners are via cash, bank draft and wire transfers. Cancellations made within 30 days of the event are non-refundable; Cheque/Bank Draft can be made favour of 'Bayu Worldwide Sdn Bhd'.

Total Amount _____ Amount in words _____

*Payment accepted only in Ringgit Malaysia

Bank Details

Name : CIMB Bank Berhad
Account Name : Bayu Worldwide Sdn Bhd
Account Number : 1471 0002 297 058
Swift Code : CIBBMYKL
Bank Address : GF, Menara SBB, 83,
Medan Setia 1,
Plaza Damansara,
Bukit Damansara, 50490
Kuala Lumpur, Malaysia

Signature _____

This form may be photocopied or download from the website www.apcism.com and can be sent via mail, fax or e-mail amirah@bayuworldwide.com.

Address for communication:
Bayu Worldwide Sdn Bhd, Unit 101, First Floor, Block C, Damansara Intan, Jln SS20/27, 47400 Petaling Jaya, Selangor Darul Ehsan, Malaysia. Telephone +603 7118 8866 Fax +603 7118 2222



REGISTRATION FORM

exhibition

Full Name _____

Gender Male Female

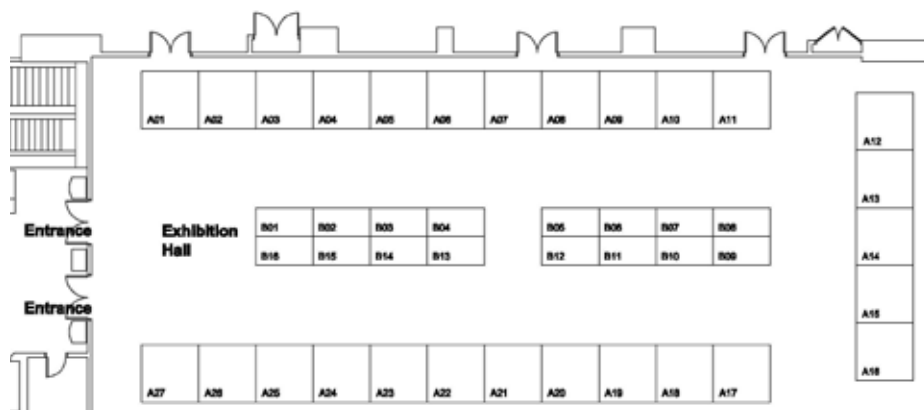
Organisation _____ Position/Title _____

Mailing Address _____

Country _____

Telephone/Mobile _____ Fax _____

Email _____ Website _____



EXHIBITION BOOTH FEE

SIZE	PRICE
1 m X 2 m	RM 2,250
2 m X 2 m	RM 3,500

*same price for Malaysian or International Exhibitors

2 m X 2 m

1 m X 2 m



No. of Booths	Fascia Name
1 m X 2 m	
2 m X 2 m	

*Please refer to organiser for available booths.

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