



Confederation of Indian Industry
Southern Region

"Kerala Cares"



Kerala

Health Tourism 2025

30 & 31
October 2025

Adlux International
Convention Center,
Ernakulam, Kerala



www.ciikeralahealthtourism.in

INTRODUCTION

Kerala has become one of Asia's most sought-after destinations for healthcare tourism, offering a unique blend of top-notch medical facilities, expert professionals, and renowned traditional treatments like Ayurveda. With its highly skilled medical workforce, affordable healthcare options, and world-class tourism and hospitality infrastructure, Kerala promises a truly holistic experience that seamlessly combines advanced medical care with rejuvenating wellness activities.

INTERNATIONAL CONFERENCE

The Confederation of Indian Industry (CII) Kerala is excited to announce the 12th Edition of the “Kerala Health Tourism – International Conference & Exhibition” on 30th and 31st October 2025 at Adlux International Convention Centre, Ernakulam, Kerala.

This event will bring together healthcare providers, industry leaders, thought leaders, medical travel facilitators and stakeholders from across the industry, government, and academia to showcase Kerala as the ultimate destination for health tourism. The CII Kerala Health Tourism conference is set to attract global participation, offering a platform for impactful B2B meetings and collaborations.

Building on the success of previous editions, the Kerala Health Tourism initiative has left a remarkable legacy, driving growth in NABH-accredited hospitals and boosting medical value travel in the region. This year promises to be even more dynamic, further enhancing Kerala's standing as a global hub for health tourism.

KEY OBJECTIVES

- Position India and Kerala as leading hubs for Medical value Tourism.
- Create digital platforms, multilingual support services, and facilitator networks to offer seamless patient experience from inquiry to recovery.
- Advocate for better international flight connectivity, streamlined visa processes, and world-class medical infrastructure to support patient inflow.
- Market Kerala's healthcare offerings through strategic delegations, global exhibitions, and digital campaigns to create a strong international presence.
- Develop uniform treatment packages, transparent pricing, and standardized protocols to build trust and ensure high patient satisfaction.
- Encourage hospitals and wellness centres to obtain national and international accreditations to reinforce trust and global acceptance.

EVENT FACTSHEET

- ✈ 2 Days Exhibition & Conference
- ✈ Focused Technical Sessions
- ✈ B2B/B2G/B2C Meetings
- ✈ Product Launches
- ✈ 100+ exhibitors
- ✈ 4000 Business & Trade visitors



INTERNATIONAL PARTICIPATION

The summit will focus on ensuring participation of medical travel facilitators, TPAs, Insurance players and diplomats from across the globe.

EXHIBITION

This flagship event of CII is entirely focused on the Health and Wellness industry, making it an invaluable opportunity! It's the perfect platform for both MSMEs and large businesses in the healthcare sector to highlight Kerala as a leading global healthcare destination.

The exhibition offers exhibitors a prime opportunity to showcase their products and services, strengthen brand presence, build valuable partnerships, and engage in B2B meetings with key stakeholders.

The event is a springboard for business expansion. It enables participants to explore new markets, cultivate strategic partnerships, and connect with potential clients and collaborators through targeted business engagements. Whether for emerging enterprises or established brands, the platform creates meaningful avenues to scale operations and elevate their presence in the thriving health and wellness sector.

EXHIBITOR PROFILE*

- Hospitals
- Medical Equipment Manufacturers
- Diagnostics
- Medical & Health Care Products
- Health Technology Providers
- Central / State Government Departments
- Embassies & Trade Offices
- International institutions for promotion of health tourism
- Medical Education Universities/ Institutions
- Nursing Training Colleges
- Medical Insurance Companies
- Yoga & Rejuvenation Centers
- Physiotherapy Centers
- Post-operative Care Centers
- Fitness & Wellness Centers
- Hotels & Resorts
- Tour and Travel Operators
- Medical Tourism Facilitators

*This list is illustrative

WHY PARTICIPATE?

- B2B meetings with industry leaders.
- Attract attention by showcasing your medical facilities / products / tech.
- Launch your new products on a global platform.
- Learn about the latest developments in the space of healthcare tourism.
- Participation from international delegations.



Kerala Health Tourism 2024

POST EVENT REPORT

Kerala Health Tourism 2024, dedicated to the Health and Wellness industry, provided an excellent opportunity for businesses of all sizes to grow alongside big industry players. Government of Kerala was the Host State for the Summit and was supported by Kerala State

Industrial Development Corporation, National Ayush Mission, Kerala and Ministry of Ayush, Government of India. With over 80+ exhibitors with 400+ B2B meetings with participants from 18 countries across the globe, the summit attracted 4000+ business and trade visitors. The event also, had featured a diverse lineup of 75+ speakers hailing from both the Ayurveda and Health sectors.

CII Kerala Health Tourism 2024 - International Conference & Exhibition & CII Global Ayurveda Summit was virtually inaugurated by Shri Pinarayi Vijayan, The Hon'ble Chief Minister of Kerala. The Hon'ble Chief Minister of Kerala during the inaugural said that that Kerala should be established as the premier holistic healthcare destination, Mr Ahmed Gasin, Minister of State for Health, Republic of Maldives, conveyed his enthusiasm about Kerala's potential in health tourism. Mr Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH, Government of India highlighted the importance of Ayurveda in facilitating medical value travel.



INTERNATIONAL PARTICIPATION



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Kerala Health Tourism 2024

POST EVENT REPORT

Kerala Health Tourism 2024 deliberated on sessions like Cultivating a Successful Ecosystem for Healthcare and Medical Value Travel Expansion, Effective Strategies for International Patient Acquisition, Management & Care, Elevating Healthcare Standards in Hospitals,

Global Healthcare Partnerships Mauritius, Bangladesh, Yemen & Maldives, Innovation in Healthcare Driving the Future of Patient Care, Insurance Landscape in Kerala's Healthcare Sector and Recent Advances in Infertility World Class Facilities in Kerala.

The exhibition showcased the strengths of Kerala Healthcare sector. The exhibitors included Hospitals, Medical Equipment Manufacturers, Diagnostics, Medical & Healthcare Products, Central & State Government Departments, Ayurveda Centres, Hotels & Resorts and Travel Operators. Notably, this edition also included a Startup Pavilion, highlighting innovative trends and ideas in healthcare sector. B2B meetings were also facilitated for various stakeholders.







Confederation of Indian Industry

The Confederation of Indian Industry (CII) continues to drive the development of India by fostering a collaborative environment between Industry, Government, and Civil Society. With a legacy of over 125 years, CII has been at the forefront of shaping India's growth trajectory, advocating for a holistic approach to national development. By working closely with the Government on policy matters, engaging with thought leaders, and enhancing industry efficiency, competitiveness, and global outreach, CII plays a pivotal role in steering India's progress.

As India embarks on its vision for 2047—India@100—Indian industry faces an unprecedented opportunity to scale up its global competitiveness, embrace sustainability, and lead the way in climate action. The future of India's economic prosperity is closely linked to how industry adapts to the rapidly changing global landscape and drives innovation, efficiency, and growth. To this end, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme for 2024-25. In pursuit of this vision, CII has identified six key action themes that will act as catalysts for India's development journey, focusing on sustainable growth, job creation, and expanding India's global footprint.

The organization's reach extends to 65 offices across India, including 10 Centres of Excellence, and 8 international offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and the USA. CII also maintains institutional partnerships with 350 organizations in 133 countries, positioning it as a key player in shaping both Indian industry and global business networks.

Confederation of Indian Industry

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