



Organised By



INTERNATIONAL  
**AYUSH** CONFERENCE &  
EXHIBITION DUBAI



# 3<sup>RD</sup> INTERNATIONAL AYUSH CONFERENCE & EXHIBITION, 2026

15-17th Feb. 2026  
Dubai World Trade Centre, Dubai





# 3RD INTERNATIONAL AYUSH EXHIBITION, 2026

The 3rd International AYUSH Conference & Exhibition will be organised from 15th -17th February 2026 at Dubai World Trade Centre. The event is supported by the Ministry of Ayush, Govt. of India.

## AYUSH EXPO 2026

### HIGHLIGHTS OF 2ND AYUSH CONFERENCE

- 1500 Plus Delegates
- 234 Technical Sessions
- 50 Invited and Key Note Speakers
- 160 Expo Stalls
- Over 30 Countries Participation
- 14 Plenary Sessions
- Over 15 Internationally Acclaimed Speakers
- Over 100,000 Visitors

Dubai World Trade Centre, Dubai, where the AYUSH Expo is scheduled, is well known for holding exhibitions successfully, with world-class exhibition facilities.

World-class expo arrangements and stalls are expected to attract more than 1 lakh visitors. Pavilions by the major AYUSH companies, make the event more significant.



## HIGHLIGHTS OF AYUSH EXPO, 2026

This AYUSH is expected to be a comprehensive health fair on the entire Ayush systems with the following major highlights:

- ▶ Largest fair in complementary and alternative healthcare in the middle east.
- ▶ Unique standing in terms of scale, exhibit variety, buyer attendance, buyer distribution, business turnover and credit standing.
- ▶ Actively supported by the Ministry of Ayush, Government of India and various state governments.
- ▶ Business opportunities for manufacturers and suppliers of medicines, herbal products, cosmetics, medicinal plants and raw materials, herbal extracts, equipment, instruments, allied utilities, publications etc.
- ▶ Pavilions by Ministry of Ayush, Govt. of India and various state governments .
- ▶ Mass publicity by the organisers.
- ▶ Business opportunities for service providers 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 houses and knowledge bank services.
- ▶ Diverse visitor profile includes medical practitioners, students, marketing strategists, professionals and consultants, policy makers, diplomats, scholars, representatives of foreign business corporations, industry associations and trade delegations from India and abroad, businessmen, manufacturers, retailers and the general public.
- ▶ The visitors benefit from an array of exhibits by AYUSH pharma segment, practitioners and hospitals of all AYUSH systems, Ayush-based service institutes and centres, research institutes and departments, laboratory equipment and machinery manufacturers, makers of hospital and surgical equipment, insurance companies, health tourism industry, herbal traders and medicinal plant cultivators.





## WHAT DOES THE EXPO AIM TO ACHIEVE?

- Provide a much-needed showcase for the AYUSH sector in the Middle East.
- Showcase the achievements of the Ayush councils.
- Enable the Ayurvedic industry, allied products and services to interact directly with the consumers .
- Facilitate interaction between the industry and potential buyers.
- Register AYUSH in the minds of consumers.
- Motivate students.



## WHO CAN PARTICIPATE?

- AYUSH Industry Manufacturers
- Traders
- Hospitals
- Clinics
- Consultancy Firms
- Research Outsourcing Centres
- Production Outsourcing Companies
- Product Development Institutions
- Universities
- Educational Institutions
- Laboratories
- Resorts and Spas
- Trade Houses
- Knowledge Bank Services
- AYUSH Practitioners
- AYUSH Hospitals
- Cosmetics Manufacturers / Traders
- Private Educational Institutions
- Govt. Educational Institutions
- Foreign Educational Institutions
- Foreign Universities
- Nutraceuticals / Manufacturers / Traders
- NGOs
- Equipment Manufacturers / Traders
- R & D Institutions
- Book Publishers
- Medicinal Plant Nursery / Cultivator Herbarium
- Certifying Agencies
- Online Service Providers

With all its components, this edition of AYUSH Expo is expected to attract larger participation from leading Ayush drug manufacturers, healthcare products manufacturers, healthy food producers, herbal cosmetic products, medical practitioners, hospitals, clinics, research institutes, naturopathy centres, lab equipment & machinery manufacturers, state & central government departments, councils and the general public.



**Venue:**  
**Dubai World Trade Centre, Dubai**



**Expo Timing**  
**15th-17th February 2026**  
**10am - 8pm**



## GENERAL INFORMATION AND RULES FOR 3RD INTERNATIONAL AYUSH EXHIBITION, 2026

VENUE	: Sheikh Maktoum Hall, Dubai World Trade Centre (DWTC), Dubai
DATE & DURATION	: 15th -17th February, 2026
PARTICIPATION CHARGES	: 1. Special stall space (Two sides open: <b>M-Series</b> ) - 3x3 sqm = 9 sqm – AED19000 2. Stall space ( <b>L-Series</b> ) - 3x3 sqm = 9 sqm – AED18000 3. Stall space ( <b>N-Series</b> ) - 3x2 sqm = 6 sqm – AED12000
LAST DATE FOR BOOKING OF STALLS	: 15th October 2025
SPOT BOOKINGS	: No spot bookings are entertained
BULK BOOKINGS	: Bulk booking of stalls will be entitled for discounts

### FACILITIES:

Facilities for stalls shall include structural construction, 3 sides PVC laminated panels, synthetic carpets, fascia in English (maximum 20 characters), 1 spotlight, 1 modular system table, 2 system foldable chairs, plug point and other basic facilities.

Basic facilities are available for all exhibitors: general decoration, security & fire fighting services in exhibition hall, general publicity for visitor promotion, general illumination inside, in the aisles and in the exhibition hall.

Additional facilities available on payment basis: electricity for additional lighting and for demonstration of the equipment, additional furniture, spotlights, plug points and other electrical fittings, fixtures, wiring etc. Services of official stand, presentation agency for design, decoration work, display aids /stands, attendant/ interpreter / guides. Business / media centre facilities such as fax, e-mail, photography, computer services etc. Services of official freight forwarding, handling and clearing agency.

### HANDLING & CLEARANCE OF GOODS:

All clearing and handling of the exhibits shall be the responsibility of the exhibitors. However, they can take the help of the official clearing and forwarding agency.

Exhibitors are required to comply with instructions issued by the organisers regarding the schedule for setting up and dismantling the stall. Failure to comply with the instructions will attract penalty. A circular / e-mail would be issued in this regard to all confirmed stall holders.

### GENERAL CODE OF CONDUCT:

- Exhibitors are not allowed to litter the surroundings
- Garbage bins have to be kept inside the stalls only
- Any equipment / material / goods if found on the aisles / gangways during visiting hours of the Expo will be removed by the organisers without notice

### EXHIBITORS' PASS & GATE PASS:

Exhibitors' passes shall be handed-over to the authorised personnels at the registration counter / help-desk. Exhibitors are NOT allowed to vacate their stalls without a valid gate pass.

### SUBLETTING

Subletting of stalls is absolutely prohibited.

### GENERAL GUIDELINES:

The exhibitors are liable for payment of compensation for any bodily harm to person, staff, agent, organisers and other exhibitors and / or damage caused to the property of the organisers and /or other exhibitors, caused by himself or his agents during transportation, installation, expo duration and dismantling period.



## RIGHTS OF THE ORGANISERS:

- To reject any application for space without assigning reason.
- To amend the Terms & Conditions for participation and issue additional rules & regulations for the exhibitors from time to time which shall be binding on the exhibitors.
- To recover from the exhibitors, the compensation for losses or damages caused to the property or reasonable penalty for any willful contravention of the terms and participation.
- To postpone, curtail, extend or abandon the exhibition or close some or all sections of it temporarily or permanently in unforeseen circumstances.
- To photograph or video film of the interior of any stall and to use the same for promotional work.
- To refuse permission to any exhibitor to clear his stall if he has not paid all dues to the organisers or to retain the exhibits or other goods as collateral security till dues are paid.
- To cancel any booking confirmed or otherwise, with or without payment affected in full or otherwise, without assigning any reason and without any notice or intimation.

**INSURANCE:** Organisers shall not be responsible for any loss whatsoever incurred by exhibitors and they should obtain comprehensive insurance coverage for their exhibits against all risks for the period covering theft, floods, rain, transportation, preparation, installation for fair duration and dismantling including transit and any other loss as such.

**COUNTER SALES:** Exhibitors can sell their exhibits or equipment, provided they possess the necessary licenses, documents & permissions to sell their products / services within UAE. In the case of sale, the payment of tax, as applicable to the authorities concerned, will be the direct responsibility of the exhibitors.



### NON-ALLOCATION, CANCELLATION, NON-PARTICIPATION:

- If the organisers cannot allot a stall, money paid by the prospective exhibitor will be returned. Applicable only if full payment has been made.
- If any exhibitor withdraws or cancels participation minimum 60 days before the Expo, then only 80% amount will be refunded. This does not apply to the part payment.
- If any exhibitor fails to turn up for setting up the stall or cancels participation at the last moment, organisers shall utilize the stall in any manner they deem fit. All the money paid by the exhibitors will be considered forfeited.

**JURISDICTION:** Disputes, if any, shall be subject to Dubai jurisdiction only.

**FORCE MAJEURE:** Under the condition of the force majeure which also includes strike, lock out, closure and riots, the organisers reserve the right to alter the opening dates and duration or even cancel the entire exhibition. In case of change in dates and duration of exhibition, contractual obligations between the organisers and exhibitors remain unaffected. In case of cancellation of the exhibition, the amount will be refunded to the exhibitors after deducting the proportionate costs already incurred by the organisers.

The application form is to be signed and returned to the organisers. Exhibitors will be allowed to take possession of allocated stalls only after making full payment.

The organisers stand indemnified from any liability on account of exhibitors not complying with the local provisions. The organisers reserve the right to deny exhibit of any product, service or message that in their opinion violates applicable laws with no liabilities accruing as a result of such action.

This exhibitor accepts and agrees to abide by all the rules mentioned herein and subsequent additions and amendments, as determined by the organisers and made binding on the exhibitor/s as they deem fit. All decisions taken by the organisers in any matter concerning the exhibitors and AROGYA EXPO 2026 is not subject to option, choice, negotiation or prior agreement of the exhibitor.

## SIMPLE STEPS TO PROCEED WITH BOOKING OF STALL(S):

- Go through this brochure and Expo Layout and decide general location of stall and Number. desired.
- All invoices have a validity of 7 days for completion of formalities. Please fill in the form, furnished payment details and mail to the organisers. Expo Secretariat will issue final stall allotment on receipt of full payment. Part payment will not be entertained and may not be refunded in case of cancellation.
- Contact the organisers via the mail id provided (please see the back cover) and check availability of the desired stall number.
- Expo Secretariat will intimate set-up dates and dismantling dates, 30 days prior to the event.
- On mutual discussion and agreement, invoice will be sent for booking stall.





# GLIMPSES OF PREVIOUS AYUSH CONFERENCE & EXPO AT DUBAI...



## AYUSH EXPO 2026, 15TH - 17TH FEBRUARY, 2026

### FORM FOR SPONSORSHIP / REGISTRATION OF STALLS

To,

THE ORGANISERS  
(Filled up form & payment details Details must be submitted before 30th October, 2025)

### Sub: Booking of Stalls at AYUSH EXPO 2026

Dear Sir /Madam,  
We hereby forward the application form duly filled together with payment details for space rent.  
We acknowledge that we have accepted in full the General Rules of the AYUSH Expo 2026. By submitting this application, we undertake to comply with the same.

#### 1. NAME AND FULL ADDRESS OF THE ORGANISATION (in Block Letters)

Name:.....

Address:.....

City:..... Pin Code: .....Country: .....

Phone:.....Fax: .....

E-mail: .....Website: .....

Short Name (For Fascia panel at entrance of your stall - Please use CAPS for FASCIA PRINT – limited upto 20 characters max.)

Name of Authorised Person: .....Designation: .....

Address: .....

Phone No.: ..... Fax No:.....

Mobile No.: ..... E-mail: .....

Note: The organisers shall deal with the person authorised as mentioned above. He/she shall be responsible for all the communications between the organisers & the exhibitor / sponsor.

2. CATEGORY (Please tick the appropriate)

1 AYUSH Practitioner	1 Medicine Manufacturer / Trader	1 AYUSH Hospital
1 Cosmetics / Manufacturer / Trader	1 Private Educational Institution	1 Govt. Educational Institution
1 Foreign Educational Institution	1 Foreign University	1 Neutraceuticals Manufacturer / Trader
1 NGO	1 Equipment Manufacturer / Trader	1 R & D Institution
1 Book Publisher	1 Medical Plant Nursery / Cultivator	1 Herbarium
1 Certifying Agency	1 Others .....	

3. SPACE REQUIREMENTS AND DETAILS OF PAYMENT (Tick the Appropriate)

1. Stall Type:
- Special stall space (Two sides open: M-Series) - 3x3 sqm =9 sqm – AED19000
  - Stall space (L-Series) - 3x3 sqm = 9 sqm – AED18000
  - Stall space (N-Series) - 3x2 sqm = 6 sqm – AED12000
  - Sponsor pavilions – Only for sponsors (please refer to sponsorship opportunities)

2. Number of Stalls: .....

3. Preferred Stall Numbers: .....  
(Allocation at the final discretion of the Organisers)

4. Hired / Built-up Space: ..... sqm.

5. Sponsorship / Stall Booking Charges: AED.....

6. Tax as Applicable: AED.....

7. Total Value: AED.....

8. Invoice No.: ..... Dated: .....

(Please refer to the Expo Layout plan and reconfirm availability of particular stalls by communicating with the organisers)

Payment\*:

Payment Details : ..... Date : .....

\* Part payment not allowed and it will not confirm booking or particular stall allocation.

\* No cancellation is permitted on part payment, amount will be deemed forfeited.

Bank Details for Wire Transfer  
S I F Event Management  
National Bank of Ras Al Khaimah (P.S.C) (RAK Bank)  
King Faisal Branch, Ground Floor, RAK Building, Sharjah, Dubai, UAE

IBAN NO: AE 84 0400 0002 4245 7700 001  
(IBAN is mandatory for Direct Transfer/TT)  
Account No: 0242 4577 00 001  
SWIFT: NRAKAEAK

4. ADDITIONAL FACILITIES\*

(Please be specific in requirements, use additional sheet if required)

1.  
2.  
3.

Additional sheet attached: Y/N..... If Yes, no. of pages: .....

\*(Kindly note that these facilities will NOT be provided by AYUSH organising committee or any person on their behalf. The same shall be made available only through the agency as authorised by the organisers. The contact details of the concerned agency/s shall be shared once the booking process is completed.)

Signature of Company Official & Seal: .....

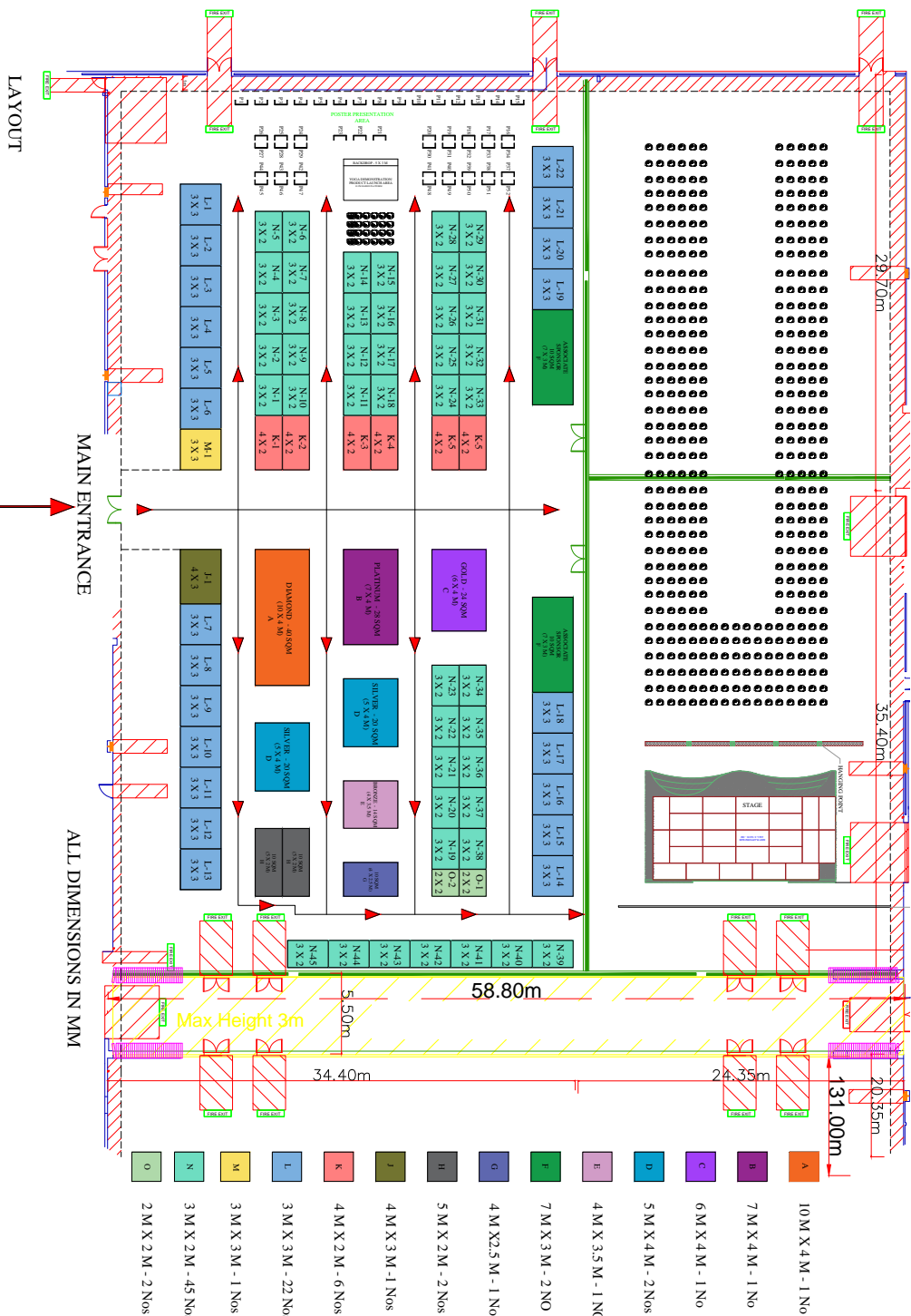
Date: .....

Note - Please go through Information & General Rules for AYUSH Expo, 2026

# 3RD INTERNATIONAL AYUSH CONFERENCE & EXHIBITION, 2026

15-17 February, 2026  
Dubai World Trade Centre

EXPO LAYOUT ( SHEIKH AL MAKTOUM HALL, DWTC, DUBAI







For Sponsorships, please contact:



## SECRETARIAT (INDIA)

**WAC Secretariat,  
World Ayurveda Foundation**

#6, (New 22) Sankey Road, Lower Palace Orchards  
Sadashivnagar, Bengaluru, Karnataka, India Pin 560003  
Ph: +91 80 42140442 | Email: [info@ayurworld.org](mailto:info@ayurworld.org)

### **Contact:**

**Shri. Chandrasekharan Nair K A**

M: +91 9880945178

Email: [chandra.wac2@gmail.com](mailto:chandra.wac2@gmail.com)

**Vd. Tanuja Gokhale**

M: +91 9765383735

**Dr. Amrutha Ashok**

M: +91 9632435925

Email: [aogya@ayurworld.org](mailto:aogya@ayurworld.org)

Email: [expo@ayushdubai.org](mailto:expo@ayushdubai.org)



## SECRETARIAT (DUBAI)

**3rd International AYUSH Conference  
and Exhibition 2026, Dubai**

SIF Event Management Office , Office No: 36C,  
Unique World Business Centre, Al Karama, Dubai.

### **Contact:**

**Shri. Mohandas K V**

+971 566814702

[marketing@ayushdubai.org](mailto:marketing@ayushdubai.org)

**Shri Narendra Bhagdikar**

+971 504819468

[sales@ayushdubai.org](mailto:sales@ayushdubai.org)

**Shri Arun Achuthan**

+971 501892628