TANZANIA

5th Edition

TRADITIONAL MEDICINES & WELLNESS EXPO 2027

A NATURAL AND HOLISTIC APPROACH FOR WELL-BEING

A Gateway to the East African Wellness Market

19-20-21 March, 2027

Venue: Diamond Jubilee Hall

Dar es salaam, Tanzania

marketing@vipex.in | www.vipex.in | @vipex.global | Vipex India

5th Edition

TRADITIONAL MEDICINES & WELLNESS EXPO 2027

A NATURAL AND HOLISTIC APPROACH FOR WELL-BEING

19-20-21 March 2027 • Dar es Salaam TANZANIA

ABOUT THE EXHIBITION

This agreement aligns with Tanzania's goal to formalize the 60% of its population using traditional healers and India's vision of promoting "Heal in India" and global wellness. It also facilitates technical cooperation and commercial opportunities in the pharmaceutical sector.

Tanzania is an important East African country with historical ties with India and with substantial population of around 70 thousand Indian diaspora. Tanzania and India have traditionally enjoyed close, friendly and co-operative relations. In recent years, the relationship of the two countries has been marked by close contacts at the highest political level including cooperation in the field of Health and medicine.

We are pleased to share the proposal for TRADITIONAL MEDICINE & WELLNESS EXPO to be held in Dar es salaam, Tanzania in March 2027.

OVERVIEW

On December 19, 2025, India and Tanzania signed a Memorandum of Understanding (MoU) to foster cooperation in Traditional Systems of Medicine and Ayurveda. Aimed at boosting knowledge exchange, research, training, and regulatory frameworks, this partnership seeks to enhance holistic healthcare, standardize traditional practices, and drive wellness innovation.

The MoU will provide structured framework for the cooperation between the two countries for the promotion and propagation of Indian Traditional Systems of Medicine & Homeopathy in Tanzania. (source : Ayush Ministry)

CORE OBJECTIVES

- Mutual exchange of knowledge, training, and research.
- Development, promotion, and legal protection of traditional medicine.
- Strengthening safety, quality, and regulatory frameworks.
- Integrating traditional systems into primary healthcare.

WHY PARTICIPATE?

- **Promote your brand** in Tanzania and neighboring African markets
- **Showcase new products, innovations** and technologies in a high-demand market
- **Expand sales and export opportunities** from India to Africa
- **Engage directly** with top-level decision-makers and industry leaders
- **Build strategic partnerships** and explore joint ventures
- **Strengthen market presence** in emerging and fast-growing wellness sectors

5th Edition

TRADITIONAL MEDICINES & WELLNESS EXPO 2027

A NATURAL AND HOLISTIC APPROACH FOR WELL-BEING

19-20-21 March 2027 • Dar es Salaam TANZANIA

EXHIBITOR PROFILE

Startups specializing in Herbal, Ayurveda, and Unani products, including traditional and alternative medicine, as well as raw materials and ingredients.

MSMEs operating in the wellness, healthcare, and organic product sectors.

Global Brands focused on wellness, healthcare, and organic food products.

Wellness therapy centres promoting holistic health and wellness tourism.

Manufacturers and suppliers of essential oils and natural cosmetic products.

Ayurveda Hospitals

Ayurveda Machinery / Equipment Manufacturers

Organic Apparel Manufacturers

Ayurveda Aahar / Nutritional Diet

VISITOR FOOTFALL

- Over 2,500 professional visitors
- Attendees from key African markets including Tanzania, Kenya, Uganda, Ethiopia, Nigeria, and Ghana

PRODUCT PROFILE

- Traditional & Alternative Medicine systems including Ayurveda, Unani, and Siddha
- Herbal products, extracts, and natural ingredients
- Natural and organic products for health and lifestyle
- Health & wellness supplements
- Medicinal plant growers, cultivators, and suppliers
- Exporters and direct sellers of wellness and herbal products
- Oral and personal hygiene products
- Skin care and hygiene solutions
- Aromatherapy and essential oils
- Fragrance and aroma product manufacturers
- Ayurveda-based spiritual wellness solutions
- Anti-ageing, detox, slimming, and lifestyle products
- Functional Foods, Super foods, Probiotics and prebiotics, Healty beverages
- Vitamins and Minerals, Nutraceuticals, Sports Nutrition, Immunity boosters
- Services - Ayurveda Hospitals, Wellness retreat centres
- Ayurveda Equipment Manufacturers

VISITOR PROFILE

The exhibition will attract a focused audience of industry professionals, including:

- Dealers and distributors
- Importers and exporters
- Local wellness and healthcare chains
- Pharmacy chains and retail networks
- Wellness therapy and treatment centres
- Associations related to Natural Health
- Doctors practising Herbal Medicines and Hospitals
- Spa and Salon owners
- Sports Institutes and Sportsperson, Gym owners and all Sports professionals

5th Edition

TRADITIONAL MEDICINES & WELLNESS EXPO 2027

A NATURAL AND HOLISTIC APPROACH FOR WELL-BEING

19-20-21 March 2027 • Dar es Salaam TANZANIA

BOOK YOUR BOOTH

Email: marketing@vipex.in • Call: +91 99099 08030

Organized by:

VIPEX ASSOCIATES