



WEST AFRICA Natural Health & Wellness Expo



A NATURAL AND HOLISTIC APPROACH FOR WELL-BEING

February, 2026
Accra, GHANA

Venue: Accra International
Conference Center

EVENT
REPORT



Partner



MINISTRY OF HEALTH
REPUBLIC OF GHANA

In association with



HIGH COMMISSION OF INDIA
ACCRA (GHANA)



AYUSH Export
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WEST AFRICA Natural Health & Wellness Expo

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February, 2026 • Accra, GHANA

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Formerly known as the Gold Coast, Ghana gained independence from Britain in 1957, becoming the first sub-Saharan nation to break free from colonial rule.

Gold, cocoa and more recently oil form the cornerstone of Ghana's economy and have helped fuel an economic boom.

The country is named after the great medieval trading empire that was located northwest of the modern-day state until its demise in the 13th century.

CAPITAL	ACCRA
AREA	238,535 SQ. KMS
POPULATION	32.1 MILLION
LANGUAGES	ENGLISH, DAGAARE, DAGBANLI, DANGME, EWE, FRAFRA, GA, GONJA, NZEMA, TWI, FANTE
LIFE EXPECTANCY	63 YEARS (MEN) 65 YEARS (WOMEN)
CURRENCY	CEDI
CONVERSION RATE	1 USD = 11 CEDIS (FEB,2026)
INDIAN RUPEE	1 CEDI = 8.5 INR (FEB,2026)
PORT	ACCRA, CAPE COAST, SEKONDI-TAKORADI
COMMON DISEASES	COMMUNICABLE AND NON-COMMUNICABLE DISEASES. MALERIA, PHNEMONIA, GASTROENTERITIS
RELIGION	MORE THAT ONE-HALF IS CHRISTIAN ONE FIFTH IS MUSLIM OTHER TRADITIONAL INDIGINEOUS RELIGION
MAIN EXPORTS	COCOA, GOLD, CRUDE PETROLEUM
MAIN IMPORTS	PETROLEUM EQUIPMENTS, FOOD PRODUCTS

Key Aspects of Medicine Usage in Ghana:

High Usage Prevalence:

Up to 76.5% of adults have used Herbal Medicinal Products (HMPs) within a year.

Integration:

The government has integrated herbal medicine into the healthcare system, with 55 government hospitals now featuring herbal units and over 25,000 registered practitioners under GHAFTRAM and TAMd.

Commonly Used Herbal Products:

Popular remedies include Nibima (for malaria), Immunim (for COVID-19), and products from Chocho Industries.

Usage Patterns:

Self-medication with both herbal and conventional medicine is common, with studies indicating a 53.7% prevalence of self-medication, particularly in rural areas.

Regulatory Framework:

The Food and Drugs Authority (FDA) Ghana regulates both modern and herbal medicines, requiring registration to ensure safety, quality, and efficacy.

Challenges:

Key issues include microbial contamination in 50% of tested herbal products, lack of clinical trials for many products, and heavy metal contamination due to environmental factors.

Future Focus:

The government is focusing on Centre for Plant Medicine Research (CPMR) capacity building, KNUST training for medical herbalists, and large-scale cultivation of medicinal plants.



West Africa Natural Health and Wellness Expo

The Natural Health and Wellness Expo kicked off with great enthusiasm, marking the beginning of an exciting two-day event on 26th February at 9:30 AM. The inauguration ceremony was graced by distinguished dignitaries from various sectors, underscoring the importance of this expo for fostering international trade and collaboration in the field of health and wellness.

Dignitaries Present:

- Mr. V N Parameshwarn, Charge d'affaires, High Commission of India (Chief Guest)
- Dr. Anastasia Yirenkyi, Director for Traditional and Alternative Medicine, Ministry of Health (Guest of Honour)
- Professor Kwame Benoit Banga, Director, Institute of Traditional Medicine and Alternative Medicine (ITAM) – Institutional Partner
- Mrs. Sabiya Paul, Attache (Press Information, Culture, and Education), High Commission of India
- Mrs. Vaishali Zinzuwadia, Organizer, Vipex Associates

After the official inauguration, the dignitaries visited each booth, engaging with exhibitors, learning about their products, and discussing their proposed business plans for collaboration with Ghana.

Afternoon Session:

In the second half of the day, the expo welcomed Dr. Grace Ayensu Danquah, Honourable Deputy Minister, Ministry of Health, along with her team. Dr. Grace was particularly impressed by the packaging of the Indian companies and engaged with the exhibitors to understand their products in greater detail. She encouraged them to explore business opportunities with Ghana, emphasizing the country's need for better packaging solutions.

Expo Success:

Over the course of two days, the event saw a footfall of 845 visitors from various sectors, including dealers, distributors, importers, visitors, hospitals, associations, doctors, and students from the herbal field. The expo attracted a well-targeted audience, contributing to its success.

The Indian exhibitors expressed their satisfaction with the event, sending messages of appreciation to the organizers for the smooth execution and fruitful outcomes. The interaction and collaboration between Indian and Ghanaian exhibitors have created a foundation for long-term business relationships.

Prospects:

The success of the expo has opened doors for future opportunities between India and Ghana. It is expected that collaboration will grow in areas such as packaging, technology, contract manufacturing, and more. The Ministry of Health has extended its full support, suggesting that such exhibitions should become a biennial event.

Dr. Grace's speech also highlighted the importance of encouraging the registration of traditional medicine products in Ghana for easier export. With 70% of Ghana's population relying on traditional medicine, the sector holds immense potential for growth.

The Natural Health and Wellness Expo ended on a positive note, reinforcing the importance of fostering collaboration between the two countries in the fields of health, wellness, and traditional medicine.

Thank you note:

As the Organizer, I take immense pride in extending my heartfelt thanks to all the participants who exhibited at the Expo and placed their trust in Vipex Associates and our entire team.

With your valuable participation and support, we were able to successfully showcase Ayurveda products - one of India's greatest strengths — to the Ghanaian market. Your commitment, professionalism, and belief in this initiative made the event truly meaningful and impactful.

I am confident that together we can further strengthen bilateral trade between Ghana and India. With a shared vision of expanding product usage, encouraging knowledge exchange, and establishing joint ventures, we can create sustainable partnerships that will lead to a true win-win situation for both countries.

Thank you once again for your trust, cooperation, and dedication. We look forward to building even stronger collaborations in the future



Accra to host inaugural West Africa Natural Health and Wellness Expo

B&FT Online
February 25, 2026
By Kingsley Webora Tankeh

Ghana is set to host the inaugural West Africa Natural Health and Wellness Expo, an international exhibition of traditional medicine and holistic wellness. The event, which will take place at the Accra International Conference Centre, is scheduled for 26 February through to 27th February, 2026.

The Expo, the first to be hosted in West Africa, will be inaugurated by the Deputy Minister of Health, Dr. Grace Ayensu-Danquah and the Chargé d'affaires of the High Commission of India in Accra, Mr. V. N. Parameswaran.

The two-day event aims to bridge the information gap between traditional medicine practitioners, manufacturers, and the public while fostering cross-border collaboration.

The exhibition will feature a variety of natural products and services from manufacturers in both Ghana and India. These include Ayurvedic medicines, herbal cosmetics, natural treatments, therapeutic services, and demonstrations of yoga and other alternative medicine practices.

The event comprises live demonstrations of Ayurvedic practices, consultations with herbal doctors, and knowledge sessions on diet, nutrition, detoxification therapies, and meditation. Visitors will have the opportunity to engage with leading experts, medical practitioners, and researchers.

Speaking at a press briefing in Accra, the Chief Executive Officer of Vipex Associates, the organiser of the expo, Vaishali Zinzuwadia, emphasised the event is a collaborative one, indicating that Ghanaian companies will also be exhibiting. "We have five to six companies from Ghana as well. We are also looking for importers, dealers, and distributors so that we can come together to bridge the information gap," she said.

She added that the Ministry of Health, the Ghana Herbalist Association, and the Traditional Medicine Practitioners Association have all given their support for the expo. "We hope for a grand opening and good cooperation," she stated.

Strengthening India–Ghana Ties

The Expo is a direct result of a significant diplomatic gain, following India's Prime Minister, Narendra Modi visit to Ghana in July 2025, which saw India-Ghana relations morph to a comprehensive partnership. On the sidelines a Memorandum of Understanding (MoU) was signed with the University of Health and Allied Sciences (UHAS) to strengthen cooperation in traditional medicine, with a particular focus on Ayurveda.

The agreement was signed between the Institute of Teaching and Research in Ayurveda (ITRA), under India's Ministry of Ayush, and the Institute of Traditional and Alternative Medicine (ITAM) of the University of Health and Allied Sciences (UHAS), under the Ministry of Health.

The Press, Information, Culture and Education Attaché at the High Commission of India in Accra, Sabiya Paul, highlighted the broader vision behind the collaboration. "We just saw that there are so many similarities between Ghanaian traditional medicine practices and Ayurveda. The thought has been in the works for quite some time to link the two so that we can have some knowledge exchange and research exchange," she said.

She also noted that the MoU includes the situation of an Indian University (IU) chair at UHAS, to facilitate academic collaboration, teacher and student exchange programs, and joint research. “The work has already begun. We’re hoping that by the end of this year, we will have somebody coming in from India to start the program,” she added.

Market potential

The Country Manager (International Business – Africa) at Vicco Laboratories, Shailesh Agnihotri, an exhibitor from India, underscored the economic potential of the natural health sector in Ghana. “If you see the personal care products market in Ghana, it is about US\$14 million turnover here. And Ayurveda comes to about US\$2billion globally. So it is a huge opportunity to improve,” he said.

Mr Agnihotri however stressed the importance of information exchange to improve traditional medicine in Ghana. “Africa is also using natural ingredients. What we are using in Ayurveda, you are farming it. It is only a gap of information we want to minimize,” he explained.

Future Prospects

Mrs. Zinzuwadia noted that many Indian companies have already registered their products with Ghanaian authorities, ensuring compliance with local regulations.

“When we met Dr. Anastasia, the Director of Traditional Medicines at the Ministry of Health, she was very happy and said we should make this event a biannual event. So we will be doing this event alternately. Maybe in 2028, we come up with more companies from Ghana, from India, and the rest of West Africa,” she said.

Mrs. Paul added that the interest in local manufacturing is growing. “If the demand is enough, I am sure most of the Indian companies would be very happy to establish manufacturing on Ghanaian soil. That will be a win-win situation for everybody,” she said.

She noted that bilateral trade between India and Ghana has reached nearly US\$6billion, exceeding initial projections.

The Expo will feature free health check-ups, therapy rooms, and live demonstrations of Ayurvedic practices.

Source:

<https://thebftonline.com/2026/02/25/accra-to-host-inaugural-west-africa-natural-health-and-wellness-expo/>



Ghana, India to host maiden traditional medicine exhibition

Diplomatic Times
February 24, 2026
BY Richmond Fordjour Ampofo

The High Commission of India, in partnership with Vipex Associates and Ghanaian institutions, is set to host the maiden edition of the Natural Health & Wellness Expo 2026, a landmark event designed to showcase the growing role of traditional medicine in modern healthcare.

Scheduled for 26–27 February 2026 at the Accra International Conference Centre, the Expo underscores India's commitment to deepening healthcare collaboration with Ghana through strategic investment, research partnerships and knowledge exchange in traditional medicine systems.

The event is being organised in association with the AYUSH Export Promotion Council, with the University of Health and Allied Sciences (UHAS) serving as Institutional Partner. Approximately 25 Ayurveda-focused companies from India are expected to participate, presenting time-tested remedies and wellness solutions that complement conventional medical practice.

Ayurveda remains a central pillar of India's healthcare ecosystem. According to a joint report by the Confederation of Indian Industry and PwC, over 77 percent of Indian households incorporate Ayurvedic products into their healthcare routines, driven in part by a preventive approach to non-communicable and lifestyle-related diseases. The sector's economic significance is equally notable, with its market projected to have reached approximately \$9.7 billion in 2022.

The Expo will highlight the transformative potential of traditional medicine systems, with particular emphasis on Ayurveda and herbal therapies. Exhibitors from Ghana and India will showcase a broad spectrum of products and services, including Ayurvedic formulations, herbal cosmetics, natural therapeutic treatments, yoga practices and other complementary health solutions.

Attendees will have the opportunity to engage directly with leading practitioners, researchers and manufacturers from both countries. The programme will feature curated product exhibitions, live demonstrations of Ayurvedic techniques, expert consultations and specialised knowledge sessions on nutrition, detoxification therapies, meditation, yoga and integrative wellness approaches.

The event is an early outcome of the Memorandum of Understanding signed in 2025 during the state visit of Indian Prime Minister Narendra Modi to Ghana. The agreement was concluded between the Institute of Teaching and Research in Ayurveda under India's Ministry of Ayush and the Institute of Traditional and Alternative Medicine under Ghana's Ministry of Health, formalising cooperation in research, training and the development of traditional medicine.

This collaboration forms part of broader bilateral efforts aimed at strengthening Ghana–India relations across health, education and trade. The Indian High Commission in Accra has played a facilitative role in advancing this partnership and supporting the structured introduction of Ayurveda within West Africa's evolving healthcare landscape.

Organisers have emphasised that the Expo will adhere to Ghana's regulatory standards and operate within established public health frameworks. Measures are being implemented to ensure that all showcased products meet the necessary compliance requirements, reinforcing confidence in the responsible promotion of complementary and alternative medicine within the country.

Source:
<https://www.diplomatictimesonline.com/ghana-india-to-host-maiden-traditional-medicine-exhibition/>

Green Gold: The Natural Health Expo's Blueprint for Ghana's Competitive Herbal Industry

The Highstreet Journal
February 26, 2026
By Isaac Aidoo

Ghana's first Natural Health Expo aims to transform traditional medicine into a globally competitive industry through India partnerships, research, standardisation and market access for manufacturers.

Ghana's hosting of West Africa's first Natural Health and Wellness Expo is more than a showcase of alternative therapies; it is a timely prompt for a deeper conversation on how the country can industrialise its rich traditional medicine heritage and position local manufacturers for global relevance.

This landmark event will be the first of its kind in West Africa and aims to highlight the growing importance of natural and traditional approaches to health and wellbeing, at a time when global demand for plant-based remedies and holistic wellness solutions continues to rise.

Scheduled for February 26 and 27, 2026, in Accra, the Expo will pool traditional medicine practitioners, herbal cosmetic manufacturers, researchers and policymakers from Ghana and India. While the event itself will highlight products, therapies and wellness practices, particularly Ayurveda, the larger opportunity lies in what Ghanaian institutions and manufacturers can learn from India's structured and export-driven traditional medicine ecosystem.

The Expo will showcase the transformative potential of traditional medicine systems, with a strong emphasis on Ayurveda and herbal medicine. Leading manufacturers and practitioners from both Ghana and India will present a wide range of products and services, including Ayurvedic medicines, herbal cosmetics, natural therapeutic treatments, wellness solutions, yoga, and other complementary and alternative health practices.

Speaking to journalists during a pre-event briefing at the High Commission of India in Accra, CEO of VIPEX Associates and organiser of the Exhibition and Expo, Vaishali Zinzuwadia noted that the objective is to push Ghana's herbal industry beyond informal production into global competitiveness.

She said the platform would connect Ghana's rich indigenous medicine knowledge to global systems of research, standardisation and markets, while bringing local manufacturers together with Indian experts and companies to forge partnerships capable of transforming homegrown herbal solutions into globally competitive products.



BEYOND THE EXHIBITION FLOOR

India's traditional medicine sector has evolved from informal practice into a regulated, research-backed and commercially viable industry. Through deliberate policy support, standardisation, clinical research and partnerships with pharmaceutical companies, India has been able to transform ancient knowledge into globally marketed products.

For Ghana, this offers a practical blueprint. Local manufacturers of herbal medicines and cosmetics, many of whom operate at small or medium scale, often struggle with issues of standardisation, clinical validation, packaging, branding and export certification. The Expo, therefore, should be viewed as a learning and matchmaking platform rather than just an exhibition.

CPMR AND THE RESEARCH–INDUSTRY BRIDGE

A central institution in this learning curve is the Centre for Plant Medicine Research (CPMR), formerly known as the Centre for Scientific Research into Plant Medicine. With decades of experience in researching Ghanaian medicinal plants, CPMR is well placed to play the role that similar institutes have played in India—bridging indigenous knowledge, scientific validation and commercial application.

One clear pathway is for CPMR to deepen comparative research between Ghanaian medicinal plants and Ayurvedic formulations, identifying overlaps in therapeutic applications, extraction techniques and dosage standardisation. Such research could support the development of hybrid products—locally sourced but internationally benchmarked.

More importantly, CPMR could actively pursue structured partnerships with Indian pharmaceutical and herbal medicine companies. These collaborations could focus on technology transfer, joint clinical trials, quality assurance systems, and staff exchange programmes. Over time, this would help Ghanaian products meet international standards without losing their indigenous identity.

INDUSTRY PARTNERSHIPS, NOT JUST DIPLOMACY

The Natural Health and Wellness Expo also builds on growing institutional cooperation between Ghana and India. In July 2025, during the visit of Narendra Modi, both countries signed a Memorandum of Understanding to strengthen collaboration in traditional medicine. The agreement links India's Institute of Teaching and Research in Ayurveda, under the Ministry of Ayush, with the Institute of Traditional and Alternative Medicine of the University of Health and Allied Sciences, under Ghana's Ministry of Health.

While these institutional agreements are important, industry players argue that the real gains will come when Ghanaian manufacturers are directly linked to Indian firms with proven global supply chains. Such partnerships could help local companies scale production, improve branding and access export markets across Africa, Europe and Asia.

The High Commission of India, which has played a key role in advancing traditional medicine cooperation, could further support this process by facilitating business-to-business engagements and investment forums tied to the Expo.

A BUSINESS OPPORTUNITY FOR HERBAL COSMETICS

Beyond medicines, Ghana's fast-growing herbal cosmetics segment stands to benefit significantly. India's experience in turning herbal personal care products into mass-market and premium exports offers lessons in formulation, compliance with international cosmetic regulations, and storytelling around natural ingredients. For Ghanaian brands, learning how to package local botanicals into globally acceptable cosmetic products could unlock new revenue streams.

FROM EVENT TO STRATEGY

The Natural Health and Wellness Expo will be inaugurated by Ghana's Deputy Minister of Health, Dr. Grace Ayensu-Danquah, alongside India's Chargé d'Affaires, Mr. V. N. Parameswaran. But its long-term impact will depend on whether stakeholders move beyond ceremony to strategy.

If leveraged properly, the Expo can mark the beginning of a more structured approach to traditional medicine in Ghana—one that combines indigenous knowledge, scientific research and private sector investment. For institutions like CPMR and for local manufacturers, the Indian experience shows that traditional medicine can be both culturally rooted and commercially competitive.

Source:

<https://thehighstreetjournal.com/green-gold-the-natural-health-expos-blueprint-for-ghanas-competitive-herbal-industry/>

Ghana to host West Africa's maiden Natural Health and Wellness Expo

Ghana Web
February 24, 2026

Ghana is set to become the first country in West Africa to host the inaugural Natural Health and Wellness Expo, dedicated to traditional medicine and holistic wellness, on February 26 and 27 2026.

At a press briefing on Tuesday, February 24, 2026, the event organiser, Vaishali Zinzuwadia of Ypex Associates in India, said the exhibition marks a first for the region.



"This is the first-ever exhibition in West Africa for traditional medicines and wellness. We have 35 companies from India as well as Ghana, all into manufacturing Ayurveda and traditional medicines. Most of the companies have registered their products here in Ghana," she stated.

Vaishali Zinzuwadia noted that beyond health services, the exhibition also has an educational dimension and will provide opportunities for interaction between local participants and visiting practitioners.

"We have live yoga activities, pre-health check-up camps, food detox programmes and doctors whom local Ghanaian people can come and interact with," she said.

The event builds on bilateral cooperation between Ghana and India.

In July 2025, during the visit of Indian Prime Minister Narendra Modi, the two countries signed a Memorandum of Understanding (MoU) to strengthen cooperation in traditional medicine, with particular focus on Ayurveda.

Ayurveda is a traditional system of medicine that originated in India more than 5,000 years ago.

The expo will feature exhibitions on traditional medicine systems with emphasis on Ayurveda, consultations with practitioners from both countries, and sessions on diet and nutrition, among other activities.

JKB/AE

Source:

<https://www.ghanaweb.com/GhanaHomePage/NewsArchive/Ghana-to-host-West-Africa-s-maiden-Natural-Health-and-Wellness-Expo-2023122>

UHAS champions science-backed traditional medicine

Ghana Web
February 27, 2026

Director of the Institute of Traditional and Alternative Medicine at the University of Health and Allied Sciences (UHAS), Professor Kwame Benoit Bango has called for stronger collaboration between traditional medicine and science to unlock Africa's vast natural health potential.

Speaking at the inaugural ceremony of the maiden West Africa Natural Health and Wellness Expo in Accra on February 26, 2026, he said traditional medicine long sustained through indigenous knowledge and biodiversity must now be supported by scientific validation to thrive in today's global health market.

He noted that while systems such as Ayurveda, a traditional Indian system of medicine that focuses on holistic health have supported humanity for centuries, the future of natural health depends on proving safety, effectiveness and quality through research.

"India has also demonstrated how structured system quality standard and export readiness can transform traditional medicine into a global industry. I believe this exposition would therefore build a strategic bridge between India and Africa, between biodiversity and biotechnology, between heritage and high value markets", he stated.

Professor Bango further indicated that growth in the natural health sector must remain ethical and sustainable, urging responsible cultivation of medicinal plants and science-backed product claims.

"The natural health sector must be ethical, evidence-based, sustainable, and environmentally conscious. Medicinal plants must be cultivated sustainably. Products must meet regulatory standards. Claims must be supported by science.

"At UHAS and through the Institute of Traditional and Alternative Medicine, we are fully prepared to play a role in supporting this industry," he stated.

He called on stakeholders to use the expo as a platform not only for business deals but also for research partnerships, policy reforms, and stronger regulatory systems.

"Let the Expo create research partnerships. Let it inspire policy platform and reforms. Let it strengthen regulatory system. And let it elevate the credibility of traditional medicine worldwide", he added.

The Expo builds on bilateral cooperation between Ghana and India. In July 2025, during the visit of Indian Prime Minister Narendra Modi, the two countries signed a Memorandum of Understanding (MoU) to strengthen cooperation in traditional medicine, with a particular focus on Ayurveda.

The event featured exhibitions on traditional medicine systems, consultations with practitioners from both countries, and sessions on diet, nutrition, and other holistic health practices.

Source:

<https://www.ghanaweb.com/GhanaHomePage/NewsArchive/UHAS-champions-science-backed-traditional-medicine-2023489>

Herbal medicine now integrated in 55 government hospitals – Dr Anastasia Yirenkyi

Ghana Web
February 27, 2026

Herbal medicine has now been integrated into 55 government hospitals across Ghana, marking a significant step in the country's effort to strengthen preventive healthcare and tackle the growing burden of chronic diseases.

Speaking at the maiden West African Natural Health and Wellness Expo in Accra on Wednesday, February 26, 2026, Dr Anastasia Yirenkyi, the Director for Traditional and Alternative Medicine at the Ministry of Health said the milestone reflects significant progress made under Ghana's Traditional Medicine Integration Policy.



"It's interesting to know that since 2011, the government of Ghana wrote out the integration policy with 19 hospitals. And upon the basis of comprehensive monitoring and innovation, we have been able to scale up to 55 within the government hospitals in no particular order within the 16 regions of Ghana," she noted.

Dr Yirenkyi also pointed out the growing global recognition of traditional medicine, referencing the World Health Organization strategy for 2025–2034, which supports scientific advancement in natural therapies.

"This is to assure you that all successive governments of Ghana are poised in supporting traditional and alternative medicine, making sure that before we achieve the universal health coverage by the year 2030 and the Sustainable United Nations Sustainable Development Group, or 3.8, that is achieving health for all ages." she said.

Dr Yirenkyi stated that natural health solutions must complement not replace conventional medicine.

"We are ready to collaborate with researchers and manufacturers to develop evidence-based products, provided they meet established scientific and regulatory standards," she stated.

Dr Yirenkyi also noted that all natural health products must be approved by the Food and Drugs Authority to ensure safety.

The Expo featured exhibitions on traditional medicine systems, consultations with practitioners from both countries, and sessions on diet, nutrition, and other holistic health practices.

Source:

<https://www.ghanaweb.com/GhanaHomePage/NewsArchive/Herbal-medicine-now-integrated-in-55-government-hospitals-Dr-Anastasia-Yirenkyi-2023488>

West Africa Natural Health and Wellness Expo strengthens India–Ghana partnership in holistic healthcare

GBC Ghana Online
March 3, 2026
By Seli Baisie

The first-ever West Africa Natural Health and Wellness Expo (26-27 February, 2026) successfully convened policymakers, healthcare leaders, academics, manufacturers, and practitioners at the Accra International Conference Centre (AICC), marking a defining milestone in regional collaboration on traditional and integrative medicine.



Organized by Vipex Associates, the two-day Expo attracted 845 targeted participants, including dealers, distributors, hospitals, associations, doctors, and students from the herbal and alternative medicine sector. The event created a high-level platform for trade facilitation, knowledge exchange, academic partnerships, and regulatory dialogue between India and Ghana.

HIGH-LEVEL INAUGURATION AND STRATEGIC VISION

The inauguration ceremony was led by Mr. V.N. Parameswaran, Charge d'Affaires at the High Commission of India, as Chief Guest, alongside Dr. Anastasia Yirenkyi, Director for Traditional and Alternative Medicine at Ghana's Ministry of Health, and Professor Kwame Benoit Banga, Director of the Institute of Traditional Medicine and Alternative Medicine (ITAM).

In his keynote address, Mr. Parameswaran underscored the deep-rooted traditions shared by India and Ghana in community-based and natural healing systems. He emphasized that traditional medicine is not an alternative but a complementary and essential component of modern healthcare delivery systems.

Highlighting India's institutional commitment, he referenced the establishment of the Ministry of AYUSH in 2014 to promote research, regulation, education, and global outreach in Ayurveda, Yoga, Unani, Siddha, and Homeopathy systems.

Quoting Indian Prime Minister Narendra Modi, he noted: "The world is looking at holistic healthcare. AYUSH has the potential to serve humanity at large."

A key announcement during the session was the upcoming establishment of an AYUSH Chair at the University of Health and Allied Sciences (UHAS), a major step toward deepening structured academic collaboration between India and Ghana.

Mr. Parameswaran further called for strengthened Global South cooperation to develop sustainable, affordable wellness solutions, stressing that preventive and holistic healthcare is critical in addressing chronic diseases and escalating healthcare costs worldwide.

GOVERNMENT ENGAGEMENT AND SECTOR SUPPORT

In the afternoon session, Ghana's Honourable Deputy Minister for Health, Dr. Grace Ayensu Danquah, visited the exhibition. She commended the Indian exhibitors for their advanced packaging standards and encouraged them to explore long-term partnerships in Ghana, particularly in technology transfer, contract manufacturing, and packaging innovation.

With approximately 70% of Ghana's population relying on traditional medicine, the Ministry of Health reiterated its support for structured product registration, regulatory compliance, and capacity-building initiatives to strengthen the sector's export readiness.

One of the most significant achievements of the Expo was the formal signing of multiple Memorandums of Understanding (MoUs) between Indian and Ghanaian institutions, signaling a transition from dialogue to structured implementation.

Key MoUs include:

Deshavari Global Pharmaceuticals LLP & Ghana Alternative Medical Practitioners Association (GAMPA)

Focused on GMP-compliant herbal product supply, structured education in Ayurveda and integrative medicine, clinical training opportunities in India, research collaboration, and the establishment of the GAMPA–Deshavari International Scholarship Scheme.

Deshavari Global Pharmaceuticals LLP & Ghana Association of Medical Herbalists (GAMH)

Centered on professional development through webinars, seminars, and dissemination of pharmaceutical and therapeutic knowledge in herbal medicine.

IRA Chamber of Ayurveda & Ghana Association of Medical Herbalists (GAMH)

Aimed at institutional collaboration, research commercialization, innovation, and professional capacity building.

Arujiva Ayurveda and Naturopathy Hospital (Kalaburagi, India) & University of Nyarkotey of Holistic Medicine (Ghana)

This agreement formalizes academic exchange, clinical training in Ayurveda and Naturopathy, faculty development, and research collaboration, strengthening structured education pathways in holistic medicine.

These agreements establish frameworks for dual academic recognition, clinical observerships, scholarship programs, regulatory alignment, and ethical product distribution, positioning Ghana as a key hub for integrative medicine development in West Africa.

TRADE, TECHNOLOGY, AND FUTURE OUTLOOK

The Expo facilitated direct B2B engagement, with dignitaries visiting exhibition booths to discuss commercial viability, regulatory pathways, and distribution strategies. Indian exhibitors expressed strong satisfaction with the organization and outcomes, citing promising leads for long-term partnerships.

The Ministry of Health has proposed that the Expo become a biennial event, reinforcing institutional continuity and trade expansion between the two countries.

The West Africa Natural Health and Wellness Expo represents more than a trade exhibition; it signals a new chapter in the India–Ghana Comprehensive Partnership built on knowledge exchange, joint research, academic mobility, regulatory harmonization, and sustainable capacity building.

By integrating preventive, holistic healthcare into national health strategies, both nations reaffirm their commitment to shared wisdom, healthier societies, and a more balanced global health ecosystem.

Source:

<https://www.gbcghanaonline.com/news/health/west-africa-natural-health-and-wellness-expo-strengthens-indiaghana-partnership/2026/>

Landmark MoUs at West Africa Health Expo Deepen India–Ghana Collaboration in Holistic Medicine

The Highstreet Journal
March 4, 2026
By Isaac Aidoo

Landmark MoUs from the maiden Health Expo in Ghana are set to open scholarships, training, research and trade opportunities all of which will strengthen India–Ghana collaboration in holistic healthcare.



Imagine a Ghanaian student gaining hands-on training in Ayurveda in India, or a local herbalist accessing international research to improve product quality this is now becoming reality following the first-ever West Africa Natural Health and Wellness Expo.

The two-day Expo, held at in Accra , culminated in the signing of landmark Memorandums of Understanding (MoUs) between Indian and Ghanaian institutions. These agreements are set to open doors for structured academic exchanges, clinical training, scholarships, professional development, and collaborative research, creating real opportunities for Ghanaian students, practitioners, and researchers in holistic medicine.

Organized by Vipex Associates, the Expo attracted 845 participants including healthcare policymakers, academics, doctors, manufacturers, and students turning the conference centre into a hub of trade, knowledge-sharing, and regulatory dialogue.

FROM IDEAS TO ACTION

Rather than being mere statements of intent, the MoUs establish concrete frameworks for collaboration. They include structured education programs, faculty development, joint research projects, and ethical herbal product distribution, enabling Ghana to strengthen its capacity in integrative and traditional medicine while aligning with international standards.

Mr. V.N. Parameswaran, Charge d’Affaires at the High Commission of India, described the agreements as “a turning point from dialogue to structured collaboration, bringing the best of Ayurveda and holistic healthcare to Ghana.” He highlighted India’s Ministry of AYUSH, which champions Ayurveda, Yoga, Unani, Siddha, and Homeopathy, emphasizing the global potential of preventive and holistic healthcare in addressing chronic diseases and rising medical costs.

GOVERNMENT SUPPORT AND SECTOR GROWTH

Ghana’s Ministry of Health, represented by Deputy Minister Dr. Grace Ayensu Danquah, applauded the Expo’s outcomes. She encouraged Indian exhibitors to explore long-term partnerships in technology transfer, contract manufacturing, and packaging innovation. With roughly 70% of Ghanaians relying on traditional medicine, the Ministry reaffirmed its support for regulatory compliance, structured product registration, and capacity-building initiatives, boosting the sector’s export readiness.

The Expo also positioned Ghana as a regional hub for integrative medicine, with proposals to make it a biennial event ensuring ongoing trade, knowledge exchange, and institutional collaboration.

A NEW ERA FOR HOLISTIC HEALTHCARE

Beyond trade and exhibition, the Expo and its MoUs are opening doors for tangible opportunities: scholarships, clinical observerships, professional development, and international research collaboration. By integrating preventive and holistic healthcare into national strategies, India and Ghana are setting the stage for a healthier, knowledge-driven future, one where local practitioners and students are at the forefront of a growing West African holistic medicine ecosystem.



Source:

<https://thehighstreetjournal.com/landmark-mous-at-west-africa-health-expo-deepen-india-ghana-collaboration-in-holistic-medicine/>





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February 28, 2026 Edition

Nyarkotey College makes great strides with Arujiva Ayurveda and Naturopathy Hospital, India

for Clinical Training



- Nyarkotey College of Holistic Medicine students begin clinical attachments in India
- Partnership to boost practical Ayurveda & Naturopathy training in West Africa

GAMPA Signs MOU with Deshavri Global Pharmaceuticals LLP, India, to Improve Alternative and Complementary Medicine in Ghana



1st Ayurveda Expo ENDS IN ACCRA

The inaugural West Africa Natural Health and Wellness Expo 2026, a major international exhibition of traditional medicine and holistic wellness, concludes at the Accra International Conference Centre.



Inside: Research Insights • Herbal Medicine • Policy • Education & More



MOUs Signed - A Proud Milestone at the Expo.

During the Expo, one of the most significant and proud moments was the formal signing of multiple **Memorandums of Understanding (MoUs)**, marking the beginning of strategic collaborations between Indian and Ghanaian organizations in the field of herbal and alternative medicine.

1) **MoU between Deshavari Global Pharmaceuticals LLP and Ghana Alternative Medical Practitioners Association**

OBJECTIVES

1. Facilitate access to high-quality herbal and natural medicinal products for GAMPA members.
2. Promote structured education, professional development, and clinical exposure.
3. Strengthen quality assurance and regulatory compliance.
4. Encourage research collaboration and technology exchange.
5. Establish a framework for dual academic and professional recognition between Ghana and India.

AREAS OF COOPERATION

2.1 Product Supply and Distribution

- Supply of GMP-compliant herbal and Ayurvedic products.
- Compliance with Ghanaian regulatory requirements.
- Ethical marketing and responsible distribution practices.

2.2 Education and Short Courses

- Programs in **Ayurveda, Unani, Siddha, Homeopathy, Yoga Therapy, Naturopathy, Herbal Pharmacology, and Integrative Medicine.**
- Delivery may be virtual, conducted in Ghana (subject to applicable laws), or in India at accredited facilities.
- Programs shall clearly define scope, duration, and learning outcomes and shall not automatically confer licensure.

2.3 Clinical Training in India

- Structured observer ships and clinical exposure in Ayurvedic hospitals, integrative centres, manufacturing facilities, and research institutions.
- Participants shall comply with Indian laws and visa regulations.

2.4 Scholarship and Sponsorship Scheme

- Establishment of the **GAMPA–Deshavari International Scholarship Scheme**.
- Includes tuition support, sponsored placements, and conference participation.
- Eligibility based on merit and active membership.

In process....

2) **MoU between Deshavari Global Pharmaceuticals LLP and Ghana Association of Medical Herbalists – GAMH**

KEY OBJECTIVES

1. Dissemination of knowledge and information on pharmaceutical and therapeutic dynamics of herbal medicine.
2. Organization of regular webinars and seminars with members of GAMH to enhance professional development and knowledge exchange.

In process...

3) **MoU between IRA Chamber of Ayurveda and Ghana Association of Medical Herbalists**

OBJECTIVES

1. Establish institutional collaboration.
2. Facilitate knowledge exchange between herbal medicine and Ayurveda practitioners.
3. Promote research, innovation, and commercialization of natural health products.
4. Enhance capacity building and professional development.

CONCLUSION

The signing of these MoUs represents a landmark achievement of the Expo, strengthening bilateral cooperation between India and Ghana in the fields of herbal medicine, Ayurveda, research, education, and product development.

These collaborations are expected to create sustainable growth opportunities, enhance professional standards, and promote global recognition of traditional and alternative medicine systems.

MEMORANDUM OF UNDERSTANDINGS

A Memorandum of Understanding (MoU) was formally signed between **Arujiva Ayurveda and Naturopathy Hospital based in Kalaburagi, Karnataka, India**

And

University of Nyarkotey of Holistic Medicine, Ghana in the esteemed presence of **Dr. Albert Arthur, Chiropractor and President of the Ghana Alternative Medical Practitioners Association shortly known as GAMPA**

OBJECTIVE OF THE MoU

The primary objective of this collaboration is:

- To impart professional training and capacity-building programs to students and faculty members of Ghana Alternative Medicine Practitioners.

SCOPE OF COLLABORATION

The MoU aims to strengthen bilateral cooperation between India and Ghana in the field of holistic and alternative medicine through:

- Academic exchange programs
- Practical and clinical training in Ayurveda and Naturopathy
- Faculty development initiatives
- Knowledge sharing in traditional and alternative medicine systems
- Research collaboration and skill enhancement

This partnership marks a significant milestone in promoting structured education, professional excellence, and international cooperation in the field of alternative medicine. It is expected to enhance the quality of holistic healthcare services in Ghana while creating avenues for academic and professional exchange between the two countries.





DR. R.R. BELLARI
SRIVEDA SATVA PVT LTD

I would like to congratulate each and every one for successful, memorable event at Ghana.

Thanks to all organizing team members. It was wonderful event.



MR. KATHIVARAN
SAKTI NATURALS PVT LTD

My sincere appreciation to the organizing committee for your excellent effort and dedication. Congratulations to the entire team on the successful and memorable event in Ghana. Well, done. We will meet you all again.



DR. SUDHIR BATISH
DESHAVARI GLOBAL PHARMACEUTICALS LLP

I really want to put my appreciations on record for Vaishali ji and her team for tireless efforts for the onerous job of organising such a wonderful Expo.

And further arranging meetings between institutions on the sidelines of the expo...
Congratulations



MR. HARPREET SINGH BEDI
LAVANYA HEALTHCARE LTD

On behalf of Lavanya Healthcare Limited, we sincerely thank the organizers for hosting such a well-organized and impactful West Africa Expo in Ghana.

The platform created excellent opportunities for networking, meaningful discussions, and future collaborations. We truly appreciate the support and hospitality extended throughout the event. Looking forward to the detailed report and photographs.



MR. SHANTANU RASTE
DR. SMITA'S HERBAL LABORATORIES

I would like to sincerely thanks to Vaishali and Team from Vipex Associates and Ayushexcil for planning and executing such a well-organized and successful event. Every detail, from the layout and coordination to the communication and support provided, was handled with great professionalism and efficiency.

The exhibition was thoughtfully arranged, creating a welcoming and engaging environment for both exhibitors and visitors. Your dedication, hard work, and commitment truly made the event a memorable and rewarding experience for everyone involved.

I look forward to participating in more events organized by your team in the future. Keep up the excellent work!

KAZAKHSTAN

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