



## EVENT REPORT

### EVENT OVERVIEW :

- Event name : Mystic Ayurveda & Wellness Expo 2024
- Dates : 24<sup>th</sup> – 25<sup>th</sup> September 2024 (All Day)
- Location : Hotel Rixos, Almaty, Kazakhstan
- Organiser : Vipex Associates
- Participants : Exporters from India, Kazakhstan and parts of European Union

### OVERVIEW :

This event was aimed to boost the exports of Indian Ayurvedic, Herbs & Wellness products to Kazakhstan and Middle East. The expo attracted the importers & participants from Kazakhstan, Russia, Bangladesh, Sri-Lanka & CIS regions providing professional platform for the business networking, connecting with potential buyers and Distributors.

More than 150 Business Meetings took place and witnessed 1500 visitors from the Local & CIS Market.

Overall, the event provided an excellent platform for the Indian Importers to strengthen the global ties with the Kazakhstan, Russia & CIS regions.

### PARTICIPANTS :

- 30 Indian exporters showcasing variety of the products from Ayurveda, Herbal & Wellness industry.
- International Exhibitors from Kazakhstan and parts of east Europe.

### KEY SESSIONS & ACTIVITIES :

- Exhibitions : Showcasing variety of products from Ayurvedic to Herbal & Wellness.
- Networking Session : Provided environment for the business networking between importers, distributors & industry stakeholders.

### FEEDBACK FROM THE PARTICIPANTS :



Some of the valuable feedback from the exhibitors.

- Thank you for all the hard work and attention to detail being put by Vaishali ji and Team Vipex and Ashutosh ji with team Ayushexcil. The event was well organised and we had good interactions with the visitors. The local teams were helpful as well .

The market is attractive and there is a definite interest towards Ayush amongst the population. The footfall was overall good.

--- **Pranshu Goel, Aethon International LLP.**

- Thanks Vaishali ji with team Vipex and Ashutosh ji and team Ayushexcil. It was really a well organised exhibition. We have got very good connects for our Ayurvedic products and looking forward to collaborate with few local importers. We are definitely interested to participate again in such type of exhibition in future.

--- **Shantanu Raste, Dr. Smita's Herbal Laboratories.**

- The exhibition was very good, you guys organized it very well and executed it and done very hard work. We are very happy with the exhibition. We get wonderful response.

--- **Alap Adeshara, Jap Herbals.**

- [Satya Pharmaceuticals](#) made a remarkable debut at the Mystic Ayurveda Wellness Expo from 24th to 25th September 2024 in the vibrant city of Almaty, Kazakhstan 🌿

This event marked a significant milestone for us as we entered the CIS market, reflecting our commitment to bringing 100% Authentic Ayurvedic & Wellness solutions to a broader global audience.

The expo was an incredible platform that allowed us to,

👉 Showcase our innovative Ayurvedic products to a diverse and enthusiastic audience.

👉 Engage directly with potential partners and distributors, exploring opportunities for collaboration.

👉 Build relationships with wellness enthusiasts and industry professionals, laying the groundwork for a robust distribution network across the CIS region.

We are now actively collaborating with key industry professionals and stakeholders to ensure our products' successful introduction and growth in this new #market. The amazing positive feedback and enthusiasm we received have energized our team, and we are excited about the opportunities that lie ahead.

Our participation in the expo is more than just a business venture; it's a step towards paving the way for a healthier, more holistic future. We



believe in the power of Ayurveda and are dedicated to making its benefits accessible to people around the world.

A heartfelt thank you to everyone who visited our booth, engaged in enlightening conversations and showed support for our mission. Together, we are reaching new heights and expanding our global presence!

A special thanks to the [Ministry of Ayush](#), Ayushexcil, [Ashutosh Srivastava](#), [Vipex Global](#), [Vaishali Zinzuwadia](#), Dr. [Tripta Dixit](#), [RTTP](#), and [Pankaj Banerjee IN](#) for giving us this opportunity.

--- **Shreya Agarwal, Satya Pharmaceuticals**

#### CONSLUSION & OUTCOME :

- Mystic Ayurveda & Wellness Expo 2024 has successfully showcased Indian Potential in the global Ayurvedic, Herbal & Wellness Market, particularly in Kazakhstan & surrounding markets. The event strengthened business ties and export potential for Ayurvedic & Wellness products and positioned India as a key player in the CIS market.