



सत्यमेव जयते

Department of Pharmaceuticals  
Ministry of Chemicals and Fertilizers  
Government of India

**ASSOCHAM**  
INDIA

Knowledge Partner



# **2<sup>ND</sup> MEDCON 2017**

**CONGRESS-cum-EXHIBITION  
on**

**PHARMACEUTICALS, MEDICAL DEVICES,  
DIAGNOSTICS & MACHINERY**

**March 22, 2017 – Hotel Royal Plaza, New Delhi**

**INNOVATIONS IN MANUFACTURING,  
FINANCING AND DELIVERY**

**THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA**

## Introduction

The key stakeholders of any healthcare system includes the parties that pay for healthcare (individuals who pay out of pocket, insurance companies, community insurance schemes & government), the parties that provide healthcare (hospitals, physicians, and diagnostic laboratories), and the parties that produce the products used in healthcare delivery (pharmaceuticals, medical devices, and the machinery).

It is important to strike the balance in population's ability to pay with their desire for access to modern care and technology. This requires innovation at all levels i.e. Pharmaceutical through product development business models, systems or services, Medical Devices through material/cost/selection based innovations, Diagnostics through improving the link between clinical needs and development of new tests, Machinery through adherence to global standards and packaging for avoiding counterfeiting and Financing through increasing public health expenditure and awareness on health insurance for minimizing out of pocket expenses.

With this background, **ASSOCHAM is organizing 2<sup>nd</sup> MEDCON-2017; Congress-cum-Exhibition on “Pharmaceuticals, Medical Devices, Diagnostics, & Machinery”; Innovations in Manufacturing, Financing & Delivery scheduled on March 22, 2017 at New Delhi** for bringing all the stakeholders on a common platform to discuss issues and strategies for a better healthcare system and access.

## Objectives

- To understand the emerging trends & latest innovations in Pharmaceutical, Medical Devices, Diagnostics & healthcare
- To deliberate on the latest advances in medicines including new drug discovery, generics, and Biosimilars
- To boost domestic manufacturing of medical devices including diagnostic equipments, surgical equipments and others in line with the “Make in India” campaign
- To understand the 360 degrees of healthcare delivery i.e. from lab to patients and devise methods to improve healthcare delivery in India
- To understand the impact of information technology on Healthcare delivery

## FOCUS AREAS

### Innovations in Pharmaceutical & Pharmaceutical Machinery

Rising healthcare spending, progress in drug research, the rise in generics production, the availability of high-potency drugs and innovations in manufacturing processes will sustainably modify the national pharmaceutical landscape. Regarding the machineries and equipment used in the Pharma industry which includes Robotic work cells, Tablet processing, Capsule filling, Tube filling, Liquid filling & Packaging; it's a sector wherein nanotechnology and artificial intelligence are emerging areas for the industry.

### Innovations in Medical Devices & Equipments

There is a large population that is waiting to be integrated with the healthcare system, thereby opening enormously large opportunities to sell medical devices including but not limited to diagnostic equipments. Government of India is focusing on the need to promote manufacturing of medical devices in India, so that they are available at a reasonable price. This makes it an opportune time for domestic as well as MNC players to seriously consider setting up manufacturing centers in India.

### Innovations in Medical Diagnostics

Rather than simply being a way to identify which disease a patient has, diagnostics are now used to support clinical development of drugs, predict disease before symptoms even begin to show, forecast the progress of a disorder, and identify patients who are most likely to respond (or not respond) to specific treatments. Indian medical diagnostics market has been growing rapidly in recent years on account of rising awareness for healthcare, demand for good quality diagnostics, advances in technology, resulting in reducing the turnaround time for reports and providing quicker diagnosis.

### Innovations in Healthcare Delivery

Indian hospitals have devised ways of providing world-class healthcare at affordable prices—and to scale in comparison to the developed economies. Indian hospitals have taken task-shifting to a new level by creating fresh categories of low cost healthcare workers at one end of the spectrum and highly focused specialists at the other. Innovation at Indian hospitals results not from a grand design but from constant experimentation, adaptation and necessity, which presents a bright picture of Indian healthcare delivery systems in times to come.



## Speakers/ Participants Profile

- Senior Central Government Officials
- State Government Officials
- Pharmaceutical Companies
- Medical Device Manufacturers including Diagnostic Equipments
- Diagnostic Service Providers
- Pharma Machinery manufacturers including packaging
- Hospitals Representatives
- Doctors
- Diplomats
- IT Companies
- Researchers and Academia

## PARTNERSHIP OPPORTUNITIES

### Congress Platinum Partner ₹ 7,00,000/-

- Opportunity to deliver the address in the Inaugural Session of the Congress.
- Banner visibility on the home page of the event website with a hyperlink to sponsor's website for duration of 2 months.
- Speaker slot: - An opportunity to address the captive audience of the Congress in Business session.
- Display of your company roll up banner standees (4 Banners) in the pre event area.
- Prominent display of company Logo as "PLATINUM PARTNER" at the side panels of the Congress backdrop and others including all promotional materials such as panel board at venue, brochure, invitation card, letterhead, thank you panel, etc.
- Complementary 6 Sqm stall at the exhibition area to showcase your company product/Technology in healthcare sector.
- Privilege to invite your clients/colleagues (up to 15) as special invitees for opening ceremony, networking reception of Congress and Exhibition.
- Corporate advertisement in the backgrounder which will be released by Chief Guest.
- Corporate Brochure and promotional literature to be included in the delegate kit and Congress head table.
- Electronic flier campaign with sponsor's logo.
- Acknowledgement of support in the "Thank you Panel".
- Extensive visibility and acknowledgment as "Platinum Partner" of the Congress.

### Congress Diamond Partner ₹ 5,00,000/-

- Acknowledgment as "Diamond Partner" of the Congress.
- Speaker slot: - An opportunity to address the captive audience of the Congress in Business session.
- Display of your company roll up banner standees (3 Banners) in the pre event area.
- Prominent display of company Logo as "DIAMOND PARTNER" at the side panels of the Congress backdrop and other including all promotional materials such as panel board at venue, brochure, invitation card, letterhead, thank you panel, etc
- Complementary 6 Sqm stall at the exhibition area to showcase your company product/Technology in healthcare sector.
- Privilege to invite your clients/colleagues (up to 10) as special invitees for opening ceremony, networking reception of Congress and Exhibition.
- Corporate advertisement in the backgrounder which will be released by Chief Guest.
- Corporate Brochure and promotional literature to be included in the delegate kit of Congress.
- Electronic flier campaign with sponsor's logo.
- Acknowledgement of support in the "Thank you Panel".

### Congress Gold Partner ₹ 4,00,000/-

- Acknowledgment as "Gold Partner" of the Congress.
- Speaker slot: - An opportunity to address the captive audience of the Congress in Business session.
- Display of your company roll up banner standees (3 Banners) in the pre event area.
- Prominent display of company Logo as "GOLD PARTNER" at the side panels of the Congress backdrop and other including all promotional materials such as panel board at venue, brochure, invitation card, letterhead, thank you panel, etc
- Complementary 6 Sqm stall at the exhibition area to showcase your company product/Technology in healthcare sector.
- Privilege to invite your clients/colleagues (up to 7) as special invitees for opening ceremony, networking reception of Congress and Exhibition.
- Corporate Brochure and promotional literature to be included in the delegate kit of Congress.
- Acknowledgement of support in the "Thank you Panel".

### Congress Silver Partner ₹ 3,00,000/-

- Acknowledgment as "Silver Partner" of the Congress.
- Speaker slot: - An opportunity to address the captive audience of the Congress in Business session.
- Prominent display of company Logo as "SILVER PARTNER" at the side panels of the Congress backdrop and other including all promotional materials such as panel board at venue, brochure, invitation card, letterhead, thank you panel, etc
- Complementary 6 Sqm stall at the exhibition area to showcase your company product/Technology in healthcare sector.
- Privilege to invite your clients/colleagues (up to 5) as special invitees for opening ceremony, networking reception of Congress and Exhibition.
- Acknowledgement of support in the "Thank you Panel".

## Congress Lunch Partner ₹ 2,00,000/-

- Acknowledgment as "Lunch Partner" of the Congress.
- Speaker slot: - An opportunity to address the captive audience of the Congress in Business session.
- Prominent display of company Logo as "LUNCH PARTNER" at the side panels of the Congress backdrop and other including all promotional materials such as panel board at venue, brochure, invitation card, letterhead, thank you panel, etc
- Display of your company roll up banner standees (2 Banners) at the lunch area of the Congress.
- Privilege to invite your clients/colleagues (up to 5) as special invitees for opening ceremony, networking reception of Congress and Exhibition.
- Corporate advertisement in the backgrounder which will be released by Chief Guest.

## Congress Delegate Kit Partner ₹ 1,50,000/-

- Acknowledgment as "Delegate Kit Partner" of the Congress.
- Prominent display of company Logo as "DELEGATE KIT PARTNER" at the side panels of the Congress backdrop and other including all promotional materials such as panel board at venue, brochure, delegate kit, invitation card, letterhead, thank you panel, etc
- Privilege to invite your clients/colleagues (up to 4) as special invitees for opening ceremony, networking reception of Congress and Exhibition.
- Corporate advertisement in the backgrounder which will be released by Chief Guest.
- Corporate Brochure and promotional literature to be included in the delegate kit of Congress.

## Congress Supporter ₹ 1,00,000/-

- Acknowledgment as "Supporters" of the Congress.
- Prominent display of company Logo as "SUPPORTERS" at the side panels of the Congress backdrop and other including all promotional materials such as panel board at venue, brochure, delegate kit, invitation card, letterhead, thank you panel, etc
- Privilege to invite your clients/colleagues (up to 2) as special invitees for opening ceremony, networking reception of Congress and Exhibition.

## Exhibition Opportunities

The Congress provides an opportunity for participating companies to exhibit their latest research developments and products in the market. It would also provide a forum to explore mutually beneficial business opportunities and build partnerships and alliances.

### Advertisement Opportunities

Full Page (A4 size) color  
Advertisement in the  
Souvenir for Rs. 40,000/-

## EXHIBITION STALL TARIFF

Stall size 3 x 2 mtr.

INR 60,000/-

Stall size 2 x 2 mtr.

INR 45,000/-

Following benefits would be available to exhibitors:

(a) Completely built up stall with company fascia (b) Two Chairs, one table, spotlights, waste paper basket, electric points, etc. (c) Two complimentary delegates passes.

**REGISTRATION FEE: Rs. 2,000/- per delegate**

*For further details, please contact*

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