



Unique platform for  
goodness of life



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Visweswarayya Bhavan, Institute of Engineers,  
Khairatabad, Hyderabad

Good health for all

Health and wellbeing are lifelong processes.

'Prevention is better than cure!' - has never been more relevant than now in these times of speed and nano technology with its attendant stresses and strains hand-in-hand with the virtues of modernity.

Current emphasis is not only on being healthy but also staying healthy. With mounting costs in health care expenditure, the State as well as the health care service providers, policy makers and health advocacy have made 'preventive care and health maintenance' as their focus.

Extended life spans and the spiraling cost of the current "diagnosis and cure" method of dealing with health matters, has ushered in an era of a whole new but related industry focusing on 'preventive care and health maintenance'.

2 enrich Health Expo 2009 is a one-of-a-kind exhibition on health for all showcasing state-of-the-art with health care service providers, manufacturers, institutions for diagnostics & annual health check ups, specialized clinics dealing in preventive health care and hygiene, medication, alternate medicine such as Ayurvedic, Homeopathic and Yoga disciplines, exercise & fitness equipment and health insurance.



It will be highly relevant to all health care service providers as well as to everyone looking for ways to effectively manage or improve their health by becoming aware and being informed.

2 enrich Health Expo 2009 will provide a platform for health care service providers to take full advantage of the growing opportunities in the health sector.

Urban lifestyles in high powered cities are becoming increasingly stressful and the need of the hour is to find ways to effectively balance work and family and stay in good health.

In short, the exhibition would bring face-to-face with health care service providers to enable informed decisions

2 enrich Health Expo can raise awareness among people in general and create a platform for direct communication / interaction with the consumer by the health care providers like the pharma industry, health product companies and health services, biotech firms, insurance companies and diagnostic labs among many others related to health.

## Benefits to the stakeholders from 2 enrich health expo

Availability of contact details of the product exhibitor along with product details allows easy contact and the easy communication between the visitor & the exhibitor.

- An excellent OPPORTUNITY in this FIRST of its kind expo for DIRECT COMMUNICATION between the pharma companies and health services providers with the consumers.
- The PLATFORM where the exhibitor can showcase new generation preventive health products and services to the visitor.
- Effective Communication – Live demonstrations and impressive videos of a product or service. This is ONLY possible in an exhibition.
- Maximum ROI - Cost effective to reach out to maximum of targeted people and to have maximum ROI through this exhibition.
- Communication access - Availability of contact details of the product exhibitor along with product details facilitates communication between the visitor & the exhibitor.
- End result - A large posse of potential consumers who go back with better awareness and are BETTER informed.



## Themes

1. UNDERSTANDING HIV
2. PREVENTING DIABETES
3. PROBLEM OF OBESITY
4. CARING THE HEART
5. ASTHMA
6. BLOOD PRESSURE
7. HEPATITIS
8. SAFE WATER
9. GOOD DIET
10. ARTHRITIS
11. EARLY DIAGNOSIS OF CANCERS
12. ANNUAL HEALTH ASSESSMENTS

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