



AYUSH Export Promotion Council

CIRCULAR

Participation in 3rd International Ayush Conference & Exhibition (IACE), Dubai – 15–17 February 2026

This is to inform you that AYUSHEXCIL with the support of Ministry of Ayush is participating in 3rd International Ayush Conference & Exhibition (IACE) to be held in Dubai from 15 to 17 February 2026 at Dubai World Trade Centre, UAE.

The Expo offers an excellent opportunity for Ayush manufacturers, exporters, service providers, and startups to showcase their products and services, explore business collaborations, and engage with global buyers, investors, and practitioners, particularly from the Middle East region.

You will be happy to know, as per the Central Sector Scheme for Promotion of International Co-operation in Ayush, Ministry will reimburse under the Component of 3 (B) (a) 75% of incurred on air-travel (economy class by Air India/Alliance Airlines) booked by IRCTC or Balmer Lawrie, the authorized travel agency of Ministry of Ayush for two persons, their accommodation and hiring of stall. The financial assistance will be limited upto maximum of 75% of the expenditure limited to maximum of Rs. 03.00 lakh

The cost for participation in various categories of stall (Shell Scheme) is as follows:

- M-Series (Special – 2 sides open) | 3×3 sqm | AED 19,000
- L-Series | 3×3 sqm | AED 18,000
- N-Series | 3×2 sqm | AED 12,000

Shell scheme includes: basic stall structure with panels, carpet, table, chairs, lighting, plug point, general security, fire safety, and publicity. Additional facilities are available on a chargeable basis.

Interested participants are requested to confirm your participation and apply through the NGO Portal under the International Cooperation Scheme, specifically Scheme 3(b)(a), at <https://ngo.ayush.gov.in/> by 16th January, 2026 , to facilitate the necessary arrangements.

We look forward for your participation and avail the benefit to explore the Middle East region.

For any clarification kindl'y contact Mr. Pawan Vora, Executive Officer (Accounts)

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With kind regards

Dr. Tripta Dixit

Sr. Assistant Director

AYUSHEXCIL