



AYUSH Export Promotion Council

AXL/Conf/07/2026
Date: 25th May 2026

Pharmatech & Health East Africa, Concurrently Held with Medical & Lab East Africa, Tanzania

About the event:

Pharmatech & Health East Africa, concurrently held with Medical & Lab East Africa, is a premier international trade exhibition in Tanzania for the pharmaceutical, healthcare, and medical laboratory sectors. The 5th edition (2026) brings together over 150 exhibitors from 6+ countries to the Diamond Jubilee Hall in Dar es Salaam to explore, network, and showcase technologies in the growing East African market.

Schedule:

Dates: August 19–21, 2026.

Venue: Diamond Jubilee Hall, Dar Es Salaam, Tanzania.

Focus: Pharmaceuticals, medical equipment, laboratory technology, surgical instruments, and healthcare solutions.

Audience: Manufacturers, wholesalers, distributors, hospital decision-makers, and healthcare professionals.

Key Highlights:

Industry Hub: Serves as a gateway to Tanzania's expanding medical sector, connecting 10+ countries.

Concurrent Expo: Held alongside Medical & Lab East Africa, providing a comprehensive showcase of the entire healthcare supply chain.

Opportunity: Facilitates networking for new partnerships, trade opportunities, and market expansion.

Endorsement: Supported by local Tanzanian bodies and regional health organizations.

The event is designed to connect manufacturers and dealers with buyers and decision-makers in the region.

Why you should exhibit:

- i. Tanzania has emerged as an attractive and promising market for Indian AYUSH and herbal product exporters, owing to the growing demand for natural healthcare and wellness products in the East African region.
- ii. India's exports of AYUSH and herbal products to Tanzania have registered notable growth, increasing from USD 1,869,169 during 2024–25 to USD 2,506,005 during 2025–26, reflecting the expanding market potential and increasing acceptance of Indian products.
- iii. Participation in Pharmatech & Health East Africa, being organised concurrently with Medical & Lab East Africa, will provide Indian companies with a strategic platform to access the East African market and strengthen their international presence.
- iv. The exhibition offers opportunities to engage directly with importers, distributors, healthcare professionals, institutional buyers, and regulatory stakeholders from the region.
- v. The event will enable participating companies to showcase their products, explore business collaborations, identify new distribution channels, and assess market trends and consumer preferences in the rapidly growing healthcare and wellness sector of East Africa.
- vi. The exhibition also provides an effective platform for brand visibility, market expansion, and promotion of Indian AYUSH and herbal products in emerging international markets.

Participation Charges for exhibitors

- **WITHOUT MAI / MAS Participation Charges:**
Cost per booth (size : 9 sqm.) Rs. 2,75,000 +18% GST
- **WITH MAI / MAS* (Subject to approval) Participation Charges**
Cost per booth (size : 9 sqm.) +3 Night stay on Twin sharing basis during expo
1,15,000 +18% GST

- Additional Corner Charges (subject to availability) 10,000/-
1. The participation charges are limited to booth space and related accessories in booth only.
 2. The charges do not include airfare, visa fees, accommodation, local transportation, shipment/logistics expenses, transportation of display materials, insurance, or any other personal or incidental expenses, all of which shall be borne by the participating exhibitor.
 3. The participation charges under the MAI / MAS category are tentative and subject to revision/modification based on the approval and extent of grant support, if any, received from the competent authority.
 4. The benefit of MAI / MAS assistance shall be available only for a limited number of booths and eligible participants, subject to approval by the Ministry.
 5. In the event the MAI / MAS Grant is not approved or is approved for a lesser amount than anticipated, the differential/balance amount shall be payable by the participating exhibitor to the Ayush Export Promotion Council.
 6. Allocation of booths shall be strictly on a First-Come-First-Served (FCFS) basis, subject to receipt of complete application, payment, and availability of space.

Eligibility for financial assistance under Market Access Initiative (MAI) / Market Access Support (MAS) scheme:

- i. The Ayush Export Promotion Council has submitted a proposal to the concerned Ministry seeking financial assistance under the MAI / MAS Scheme for participation in the Pharmatech & Health East Africa, being organised concurrently with Medical & Lab East Africa.
- ii. The proposal is presently under consideration of the Ministry. Accordingly, the financial assistance under the MAI / MAS Scheme shall be subject to formal approval and sanction by the competent authority of the Ministry.
- iii. No claim for financial assistance shall be entertained unless the same is specifically approved and communicated in writing by the Ministry.

- iv. Eligibility for availing financial assistance under the MAI / MAS Scheme shall be restricted to member companies of the Ayush Export Promotion Council.
- v. The eligible applicant organisation/company shall be required to comply with all applicable guidelines, terms and conditions, documentation requirements, and procedures as prescribed under the MAI / MAS Scheme and by the competent authority from time to time.

The deadline for submitting the application along with payment is 15th June 2026.

Bank Details for Making Payment:

Bank Details of Beneficiary for RTGS Transfer

Name of The Account: Ayush Export Promotion Council (AYUSHEXCIL)

Bank: Punjab National Bank

Branch: Tansen Marg, New Delhi 110001

Account No.: 0359200100000769

Type of Account: Current Account

IFS Code No. PUNB0035920

Booth Packages: The following booth facilities shall be provided to the participating exhibitors in India pavilion:

9 sq.mtr. Stall with octonorm structure, One Octonorm Table and 3 chairs, Name Fascia, Carpet, Track light with power, 2 Water bottles per day during the event, Dustbin, Laptop charging point

** Note: Additional displays, advertising, branding, modified fascia, hangers, additional electrical installation and other services can be provided at additional cost and purchased from show official vendor on direct payment.

Withdrawal / Cancellation Terms & Conditions : Terms & conditions for withdrawal / Cancellation of participation will be as follows:

- **Cancellation before 20.06.2026:** A cancellation charge of Rs. 25,000/- plus applicable GST shall be forfeited. The balance amount, if any, shall be refunded subject to applicable deductions and processing.
- **Cancellation between 20.06.2026 and 15.07.2026:** A minimum amount of Rs. 75,000/- shall be forfeited as cancellation charges. The remaining balance amount shall be eligible for one-time rollover/adjustment against participation in any event organised by the Ayush Export Promotion Council up to March 2027, subject to approval and availability.
- **Cancellation due to Visa Rejection:** In cases where cancellation is on account of visa refusal/rejection, the participant shall be required to submit:
 - a. Valid documentary proof of visa rejection/denial issued by the concerned Embassy/Consulate and
 - b. Copy of the visa application and supporting application letter/documentation.
 - c. Failure to furnish satisfactory and verifiable documents shall render the participant ineligible for rollover/credit adjustment.
- **Credit Rollover Conditions:** The rollover/credit adjustment facility shall be permitted only once and shall remain valid for participation in any eligible event organised by the Ayush Export Promotion Council up to March 2027 subject to availability of stall. Any difference in participation/booth charges for the subsequent event shall be payable by the exhibitor.
- **Cancellation after 15.07.2026:** In the event of cancellation after 15.07.2026, the entire participation amount paid shall be forfeited. No refund, rollover, adjustment, or transfer of participation shall be permitted under any circumstances.

Issuance of Visa Invitation Letter by the Fair Authority –

The issuance of Visa Invitation Letters to exhibitors participating in Pharmatech & Health East Africa, being organised concurrently with Medical & Lab East Africa, shall be subject to the following terms and conditions:

- A. Visa Invitation Letters shall be issued only to those exhibitors who have:
 - Submitted the duly completed application form;
 - Made full payment of the applicable participation charges
 - Entered into the requisite participation/exhibitor contract with the fair authority/organiser.

- B. Once the Visa Invitation Letter has been issued and the participation formalities with the fair authority have been completed, no cancellation, refund, rollover or withdrawal request shall be entertained. The exhibitor will have to pay vacant stand penalty in no participation.
- C. The participating exhibitor shall be solely responsible for applying for the appropriate Business Visa within the prescribed timelines through the concerned Tanzania Missions/Embassy/Consulate and for complying with all applicable visa procedures, documentation requirements, and immigration formalities.
- D. The Ayush Export Promotion Council and the fair authority shall not be held responsible for any delay, rejection, refusal, or non-issuance of visa by the concerned authorities.
- E. Any losses arising due to delay or rejection of visa, incomplete documentation, or failure to comply with visa requirements shall be borne entirely by the exhibitor.

Apply online: Interested members may also apply using following link :

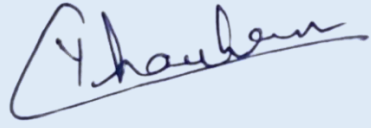
<https://forms.gle/76PJWzcmUDzJJaG6>

Post-Show Obligations of the Participant:

- i. All participating exporters/exhibitors shall be required to submit the duly filled Feedback Form to the representative of the Ayush Export Promotion Council at the exhibition venue on the last day of the fair.
- ii. Submission of the Feedback Form shall be treated as a mandatory post-event compliance requirement for participation in the exhibition and for processing of any applicable assistance/support under the relevant scheme(s).
- iii. Participants are also expected to provide relevant business feedback, trade enquiries, orders generated, and other information as may be required by the Ayush Export Promotion Council for reporting and evaluation purposes.

We look forward to your successful participation in Pharmatech & Health East Africa and wish you a productive and rewarding business engagement.

Regards,



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