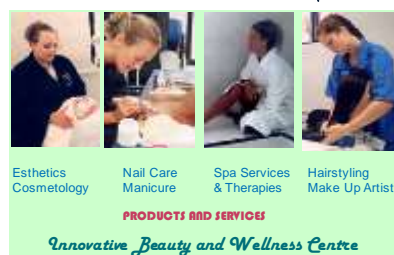




**INDIAN OCEAN AFRICA MEDICAL TOURISM, WELLNESS & LEISURE CONFERENCE
14-15 MAY 2019 MAURITIUS- CALL FOR EXPRESSION OF INTEREST & PARTICIPATION**



Indian Ocean Africa Gateway for New Opportunities in Medical Tourism & Wellness



Medical Tourism

Wellness Tourism

Leisure & Honeymoon Tourism

Contact: Boopen Doobah (Chair: IOCDAFRICA Organising Committee)

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The Director
Attn: Human Resource Manager

CALL FOR EXPRESSION OF INTEREST PARTICIPATION / COLLABORATION & PARTNERSHIP

Dear Sir

Positioning Mauritius as Gateway & Client Destination for Medical Tourism , Wellness & Leisure in Indian Ocean Africa

PROPOSAL TO TRANSFORM A HOTEL INTO AN ECO-MED TOURISM & WELLNESS PARK

Good Morning and Greetings from Mauritius; the Paradise Island in the Indian Ocean. We are pleased to announce you that we are organizing the Indian Ocean Africa Medical Tourism Conference, on 14-15 May 2019, in Mauritius following success of the previous edition of held at Pearl Beach Hotel Mauritius. It was a great achievement from the public private and civil society perspectives with the following recommendations:



10 OUTPUTS & RECOMMENDATIONS
IOA MEDTOURISM & WELLNESS CONFERENCE 7-8 APRIL 2014



1. Discussion Paper on Medical Tourism Hub :Strategic Orientations for Mauritius
2. Identification of 8 Components of Medical Tourism & Wellness for Mauritius
3. Identification of Service Providers directly and indirectly involved in Medtourism
4. Site Map of Medical Tourism & Wellness Spots in the Republic of Mauritius
5. Positioning Mauritius as a Strategic Regional Hub for Health Tourism & Wellness :
IOCDAFRICA MEDTOURISM HUB: Financial Implications and Funding Sources
6. From Spa to MedSpa: New trends: New pathways for the Hotel Industry
7. Medical Tourism & Wellness and Better Integration for Women, Elderly and Disabled Persons. **IOCDAFRICA- GREENACO Health & Wellness for All Programme**
8. A New Breed of Continuously Trained and Experienced Health Travel &Tours, Allied Operators, and Practitioners : **GLOBAL MEDTOURISM ACCREDITATION. MTA CERTIFICATIONS. WELLHOTEL CERTIFICATION**
9. Appropriate ICT and Applied Technologies for Spa & Health Tourism Therapists
10. Medical Tourism & Wellness as a Sustainable Business Growth & Investment Model

We are therefore heading towards Phase II of the Indian Ocean Africa Medtourism, Wellness & Leisure Conference on 14-15 May 2019 in Mauritius. Major stakeholders are expected from Europe Asia, Indian Ocean and Africa to discuss partnerships and projects aiming at Positioning Mauritius as the Gateway & Client Destination for Medical Tourism & Wellness in the Southern Hemisphere. Enclosed herewith are the prospectus and info on Conditions & Participation.

We have secured collaborative partnership with the prestigious **Global Medical Tourism institution PLACID WAY , Colorado- USA** and **GREENACO- CODEPA (Africa NGO Leadership Award 2017)** . We are discussing with other public and private organisations and NGO's. Our main focus will be on opportunities offered in Mauritius through the Government and Economic Development Board (former Board of Investment) as well as other support organisations.

We are also grouping stakeholders towards exploring options for realisation of the following targets

1. TRANSFORMING A HOTEL, REGION OR LOCALITY INTO A SUSTAINABLE MED TOURISM & WELLNESS MODEL

2. One Stop Shop for Medtourism & Wellness, Leisure & Art with a professional and consumer oriented approach
3. Setting up of an Integrated Service Centre for Medtourism & Wellness that will **service** hotels, institutions, cruise operators, practitioners and wellness **training** experts in Mauritius, Indian Ocean and Africa.
4. Seeking Investors and operators to Transform and/ or set up a Model Hotel - Resort as a Reference in Medtourism Wellness, Leisure & Art in the region

TRANSFORMING HOTEL/ REGION AS POTENTIAL OPTION FOR AN ECO-MED TOURISM & WELLNESS PARK.

In this context, and following recommendations of the former Pearl Beach IOA Medtourism & Wellness Conference 2014, IOCAFRICA Consortium has conducted comparative community based surveys / profiling to identify potential resorts cum regions responding to specific qualifying criteria to be developed as an **ECO-MED TOURISM & WELLNESS PARK.**

The Refresher Branding Plan will have the 7 points Terms of Reference as listed below:

1. Take stock of Business Model/ Master Plan; Actions Initiated and Progress achieved
2. Identify potential bottlenecks and loopholes at Operational/ Implementation levels
3. Comparative Strategic Analysis & Brand Comparison
4. Training/ Needs Analysis Work Out What Needs Changing. SOP/ ISO 2015 ...
5. Customer Feedback & Fine Tuning
6. Thinking Ahead... Recommendations for the MED TOURISM & WELLNESS RESORT/ PARK
7. Presentation of Project/ Discussion Paper at IOA Medtourism & Wellness Conference 2019

OUTPUTS & OUTCOMES

- A. Refresher Branding Discussion Paper leading to Integrated Business Plan
- B. Rebranding Rose-Bell as AN INTEGRATED ECO-MED TOURISM & WELLNESS RESORT/ PARK with hundreds of jobs for skilled workers, social entrepreneurs, NGO'S vulnerable groups and women

On this note we would invite your esteemed organisation to consider our call for collaboration in organising of the IOA Medtourism & Wellness & Leisure Conference 14-15 May 2019 . We further reiterate our wish to have you as one of collaborator and/ Partner and Participant. We remain at your disposal for any additional information and request from your part. Thanking you for your kind consideration

Sincerely Yours

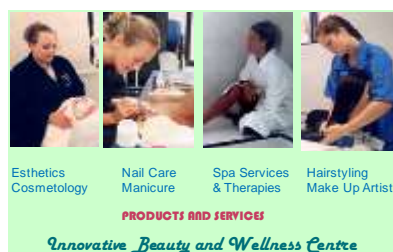


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Medical Tourism

Wellness Tourism

Leisure & Honeymoon Tourism



Medical Tourism and Wellness in the Indian Ocean; Opportunities and Challenges for Mauritius

Discussion Paper (2017) presented at the University of Mauritius

Boopen Doobah, Chairman : IOCDAfrica Consortium, iocdafrica@gmail.com Lecturer Open Univ. of Mauritius
& **Assoc. Prof (Dr.) Rajendra Parsad Gunputh**, University . of Mauritius, rpgunput@uom.ac.mu

Abstract.

The purpose of this discussion paper is to present the scope of Medical Tourism and Wellness in the Indian Ocean, its current state, opportunities and challenges for Mauritius as a major player as there is room for exploitation for the socio-economic development of Mauritius despite competition with neighbouring developing countries. Therefore, it explores socio-economic as well as its environmental impacts and suggests the way forward for a Sustainable Action Plan capable of making this sector one of the pillars of development. Indeed, there are millions of tourists who arrive in Mauritius annually for, *inter alia*, health care, fitness, repose and languor but there are also other emerging fields such as surrogacy and natural medical plants. In this discussion paper on Medical Tourism and Wellness in the Indian Ocean, which is prepared on the basis of the authors' exposure and knowledge with regards to Medical Tourism and Wellness Development and Research, Focus is laid on the Indian Ocean, particularly at the level of Small Islands Developing States (SIDS).

A **mixed methodological** approach is adopted. A number of appropriate and current citations have been used to illustrate current state and evolution of the issue. The views, arguments and discussion presented in this paper suggests that highlights the need for a more integrated and systematic approach as well as adoption of optimization at different echelons ranging from policy makers, development partners and the civil society at large. The adoption and promotion of latest technologies is also an emerging challenge. Successful implementation of Medical Tourism and Wellness Development in the Indian Ocean with Mauritius as the Centre point calls for the involvement of all the stakeholders working in a coordinated and systematic way.

Conclusion What shall come out of this discussion paper shall pave the way for a better understanding of opportunities and challenges in this emerging sector capable of contributing trillion of dollars for the Mauritian government.

Keywords : *medical tourism, wellness, Indian ocean, opportunities,*

Article on Global Wellness Economy:

Global Wellness Economy Monitor, 2016 ...wellness industry grew 10.6% (from US\$3.36 trillion to US\$3.72 trillion...

ACCORDING to the 2016 Global Wellness Economy Monitor, the wellness industry grew 10.6% (from US\$3.36 trillion to US\$3.72 trillion, or RM14.41 trillion to RM15.95 trillion) for the period between 2013 and 2015, even when the global economy shrank by 3.6%. The Global Wellness Institute considered the wellness industry one of the world's fastest-growing and most resilient markets.

The sectors within the wellness industry include preventive and personalised medicine and public health, complementary and alternative medicine, healthy eating, nutrition and weight loss, fitness and the mind-body connection, workplace wellness, beauty and ageing, the spa industry, wellness tourism, wellness lifestyle real estate and thermal or mineral springs.

This positive development has also led to the establishment of a health and wellness thematic exchange-traded fund through the listing of the Deutsche Health and Wellness Fund on Nasdaq in 2016. Pondering upon the wellness reports and figures, one may wonder, what is "wellness", really? The World Health Organisation defines wellness simply as "the optimal state of health of individuals and groups".

Scholars have elaborated on the difference between health and wellness, referring to health as a state of being, whereas wellness is a process of being. A number of models have also been established to measure an individual's wellness. Depending on the models, the wellness dimensions may comprise physical, mental, psychological, spiritual, social, work, financial and environmental wellness.

From the various dimensions of wellness, spiritual wellness is possibly the most developed and discussed topic among scholars. Spiritual wellness aims for a universal value system by living in harmony with one's own self, others and the universe. This value system includes the formation of a worldview that gives unity, purpose and goals to thoughts and actions.

Research on wellness has also identified the spiritual dimension as the core and centre of wellness. In other words, an individual's spirituality has a profound effect on his or her holistic wellness encompassing the physical, mental, psychological and other wellness dimensions.

Courtesy: Suzana Md Samsudi: Fellow at Ikim's Centre for Economics and Social Studies

ORGANISING COMMITTEE



Mr. Boopen Doobah (Chair)

Secretariat: Jerusha Fakir. IOCD Africa – CODEPA- Greenaco International
(igreenaco@gmail.com) Tel Whatsapp +230 57509443 / 58400750 / 59052760

ORGANISING COMMITTEE TEAM

Mr. Boopen Doobah - Chairperson IOCD AFRICA

Mr. Cisse Daouda: IOCD AFRICA Representative & Ambassador for Silk Road : West Africa

Mrs Khasifa Yusof - CEO , UKS Holdings, Kuala Lumpur, Malaysia

Mr. Premchand Teeloku: Former Deputy Permanent Secretary and Coordinator, Minerals & Naturals Ltd

Mrs. Poonam Chaudhary : Beautycare & Alternative Therapies ; E- Network & Training

Mr Pierre Vatel : Director : Champagne Heritage (Ile Maurice)

Mr. Maksudul Ahsan: Founder Bondon Art Group, Bangladesh & Representative Arta Indianoceanika, Indian Ocean Rim

Mr. Subrat Mani: Chairman Food Care International & 3N Organics India

Mr. Harish Jugon: Member GREENACO-CODEPA Arta Green Living Program

Mr. Rajesh Kumar Sobarun. Celestial Blue International

Dear Sir/ Madam

Kindly allow us present to you and your esteemed organization, the long awaited **Indian Ocean Africa Medtourism, Wellness & Leisure Conference (IOAMTWLC) on 14-15 May 2019 in Mauritius**. This two-day Conference will be held at the in the paradise island of Mauritius. We are expecting participants in various Medical Tourism, Medi-Aesthetics, Hospitality and Cosmetics, from Europe, USA, Asia, Indian Ocean and Africa. The conference will enable specialists in Medical Tourism, Medi Aesthetics, Wellness and Beauty-Care Operators to explore avenues of investment, exchange, training, collaboration and partnership in Mauritius, Indian Ocean-Africa regions as well as beyond continental boundaries. Medical Tourism & Wellness is considered as a New Emerging Pillar of the Mauritian Economy. Attractive incentives, investment opportunities and B2B presented through the **IOAMTWLC** and Economic

Development Board- Mauritius for interested investors, medical tourism operators, training schools, (<http://www.edbmauritius.org>). Discounted rates on hotel rooms and packages combining Business and Medical tourism can be made available for delegates and investors.

**PROPOSED THEMES OF INDIAN OCEAN AFRICA MEDICAL TOURISM, WELLNESS & LEISURE
CONFERENCE 14-15 May 2019 - MAURITIUS**

1. Medical tourism, Wellness & Leisure in Mauritius as a new economic pillar with new state incentives
2. Transforming a Region or Locality into an ECO-MED TOURISM & WELLNESS PARK
3. Sustainable investment in Medical tourism, Wellness & Leisure
4. Converting part / or an existing hotel into a fully equipped Hi-Tech Med-Tourism & Wellness Model
5. Positioning Mauritius as the Indian ocean Africa Medical Tourism Hub
6. Advanced training and capacity building in hi-tech services for Med Spa & therapists
7. Medical tourism, Wellness & Leisure; potential avenues for the Economic Empowerment of Women
8. Media sensitization- magazine for better health tourism & wellness promotion
9. Health & Wellness for All Promotional Campaign
10. Rebranding hotels and hospitality organizations towards Integrated Health Tourism and Wellness
11. Development of national and regional networks of Health and Alternative Medicines

**MAURITIUS AS REGIONAL GATEWAY FOR MEDICAL TOURISM, WELLNESS & LEISURE
& REQUEST FOR PARTICIPATION/ COLLABORATION/ JOINT VENTURE**

As it is an emerging sector, we are determined to position Mauritius as the Gateway for Health Tourism & Wellness linking on one side Asia to Africa and on the other side Europe to Africa. We are laying much emphasis on Specialised Training along with latest trends and techniques including ICT – Hi Tech based training in the field of Medi Aesthetics Health and Wellness.

We are therefore soliciting your precious participation that may range from representation, collaboration joint venture, provision of specialised training and allied services, aiming at making this Conference a sustainable success. Please find enclosed herewith, additional related materials for your documentation and consideration. We therefore remain at your disposal for any additional information. We are also welcoming complementary and constructive suggestions from your part.

Thanking you for your kind and positive consideration,.

Sincerely Yours



Boopen Doobah (Mr.)

Chairperson IOCDAFRICA Consortium

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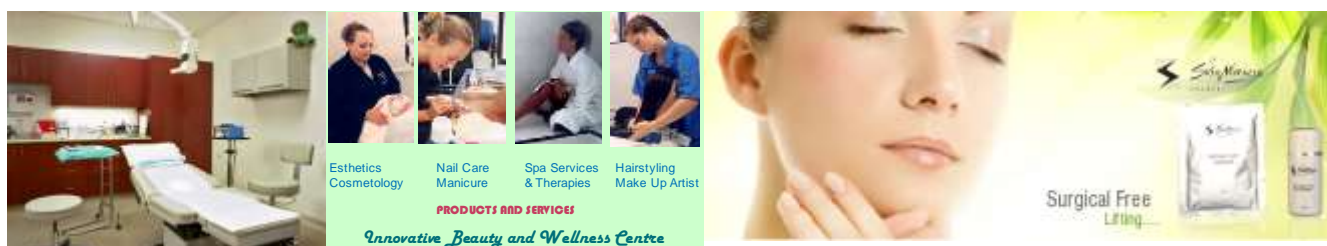
INDIAN OCEAN AFRICA MEDTOURISM, WELLNESS & LEISURE CONFERENCE 14-15 MAY 2019

CONDITIONS OF PARTICIPATION

1. Participants shall abide to the conditions of participation of the Indian Ocean Africa Medtourism, Wellness & Leisure Conference (IOAMTWLC) on 14-15 May 2019 in Mauritius
2. Participants wishing to attend IOAMTWLC should fill the request for participation form and submit it by mail or registered post to the organizers at latest the 29th April 2019
3. Participation will be considered on a first come first served basis
4. Organizers reserve the right not to accept a request for participation
5. Payment by Foreign / Local participants shall be effected as per details in the Participation Form
6. Participation fees and related payments once effected is not refundable
7. Participants wishing to exhibit products and conduct demonstrations should make special request well in advance. Request will be considered on a first come first served basis and availability of exhibition/ demonstration space
8. Request Business 2 Business (B2B) meetings should be made on the Annexed Sectoral B2B Request Form duly filled/ ticked wherever appropriate and sent along with the participation form
9. Registration fee entitles the participant to a Conference Pack & Materials, Lunch & Tea Breaks, and have access to Presentations, Plenary Sessions, Capacity Building Sessions, Panel Discussions, B2B Sessions, Business Exchanges and related Opportunities in Medical Tourism, Wellness & Leisure and Allied Sectors. An Attendance Certificate will also be issued to every participant
10. Local Organizations contributing to the Training Levy may get refund as per the HRDC Regulations
11. Information on Mauritius and investment in different sectors may be obtained on <http://www.edbmauritius.org>
12. Any special request shall be made through formal request addressed to Organizers 2 weeks in advance.
13. Foreign participants will be provided with general info on Visa formalities; however they shall secure their entry visa as per requirements accordingly. They may also consult www.govmu.org and/or http://passport.govmu.org/English//DOCUMENTS/VISA%20FORM_MTIUS.PDF
14. Participants will be provided with a list of Hotels contacts, websites and rates in the vicinity of the Conference Venue
15. Organizers reserve the right to bring justified adjustments to the IOAMTWLC program for the mutual benefit of stakeholders
16. In case of *Force Majeure*, Organizers reserve the right to postpone the Conference accordingly

IOAMTW CONFERENCE, MAURITIUS 14-15 MAY 2019 SECTORS/ TREATMENT & B2B

SECTOR/ TREATMENT YOU ARE INVOLVED OR REPRESENT*	Tick ✓	SECTOR/ TREATMENT YOU ARE INTERESTED IN TO MEET FOR BUSINESS TO BUSINESS (B2B)*	Tick ✓
<i>*Please highlight/ Underline/ Tick appropriate sector/s</i>		<i>*Please highlight/ Underline / Tick appropriate sector/s</i>	
1. Laser Hair Removal and allied Hair Treatments		1. Laser Hair Removal and allied Hair Treatments	
2. Injectibles and/ or non surgical (Botox & Restylane)		2. Injectibles and/ or non surgical (Botox & Restylane)	
3. Skin Rejuvenation (Micros & Laser Facials)		3. Skin Rejuvenation (Micros & Laser Facials)	
4. Skincare (Facials, Waxing and Allied Treatments)		4. Skincare (Facials, Waxing and Allied Treatments)	
5. Massage/Body Treatments/ Med-Spa/ Alternative Therapies / Art & Music Therapy		5. Massage/Body Treatments/ Med-Spa/ Alternative Therapies/ Art & Music Therapy	
6. Surgical / Semi Surgical / Hi Tech Aesthetic Treatments		6. Surgical/ Semi Surgical/ Hi-Tech Aesthetic Treatments	
7. Integrated Medicine		7. Integrated Medicine	
8. Complementary & Alternative Medicine/ Research		8. Complementary & Alternative Medicine/ Research	
9. Hair Care and/or Nail Care		9. Hair Care and/or Nail Care	
10. Health Food / Green Organics & Beverages		10. Health Food / Green Organics & Beverages	
11. Fitness & Nutrition		11. Fitness & Nutrition	
12. Beautycare Saloon / Spa/ Med-Spa Owner/ Therapist		12. Beautycare Saloon / Spa/ Med-Spa Owner/ Therapist	
13. Beauty & Wellness School/ Training Provider		13. Beauty & Wellness School/ Training Provider	
14. Wellness & Beauty Clinic/ Hospital		14. Wellness & Beauty Clinic/ Hospital	
15. Funding Organisation / Bank/ Venture Capitalist/ Business Angel/ Investor (<i>please highlight/ underline</i>)		15. Funding Organisation/ Bank/ Venture Capital/ Business Angel (<i>please highlight or underline</i>)	
16. Pharmacology and Distribution		16. Pharmacology and Distribution	
17. Manufacturer of Medi -Beauty Products / Equipment		17. Manufacturer of Medi -Beauty Products/ Equipment	
18. Marketing & Distribution & Representative of Medi Beauty & Allied Products , Equipment & Services		18. Marketing & Distribution & Representative of Medi-Beauty & Allied Products & Services	
19. Hotel /Tourism/ Hospitality / Residence/ Retreat LEISURE & HONEYMOON TOURISM		19. Hotel /Tourism/ Hospitality/ Residence/ Retreat LEISURE & HONEYMOON TOURISM	
20. Organisation/ Foundation/ Ministry/ NGO		20. Organisation/ Foundation/ Ministry/ NGO	
21. Indian Ocean- Africa Promoter of Medi-Wellness		21. Indian Ocean- Africa Promoter of Medi-Wellness	
22. Others (please specify.....)		22. Others (please specify.....)	



The Secretariat

IOCAFRICA Consortium/ GREENACO Ltd

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IOAMTWLC CONFERENCE, MAURITIUS 14-15 MAY 2019 : APPLICATION FOR PARTICIPATION

NAME OF DELEGATE:..... VEG/NON VEG.

ORGANISATION:.....

DESIGNATION:.....SECTOR/S:

ADDRESS:.....

TEL:.....FAX:.....EMAIL.....WEBSITE.....

BRIEF PROFILE OF DELEGATE

AREA/S OF INTEREST / B2B/ JOINT VENTURE/ REPRESENTATION/ INVESTMENT IN THE INDIAN OCEAN-
AFRICA, RELATED TO MEDICAL TOURISM, WELLNESS, BEAUTY/CARE HEALTHY LIFESTYLE

Declaration: Iaffirm that the information
given is true and I hereby express my intention to participate in the **Indian Ocean Africa Medical Tourism ,
Wellness & Leisure Conference 2019** as per conditions I have read and approved accordingly

Name:..... Designation:.....

Signature:.....

Date:.....

Participation fees per Foreign Participant: Registration/ Participation fee: 450 US\$: Accommodation HB : 100-290
US\$ Transfer Airport– Hotel : 75 US\$: Closing Cocktail: 75 US\$. Exhibition & Demonstration (optional) : 500 US\$,
Web page-site/ Advert in Newsletter/ Mag: 1000-1500 US\$

Participation fees per Local Participant: Registration/ Participation fee for the 2 Days: MUR 14500*
Accommodation HB/DR: MUR 4500-8500: Exhibition & Demonstration: MUR 8500 : Closing Cocktail: MUR 1500.
Conference is MQA Registered & Attendance Certificate. Web page/ Advert in Newsletter/ Mag: MUR 5000-20000

^Special package may be considered on a case to case basis for Trainee Spa/ Beauty /Therapists / NGO's

For Official Use.....

Application Approved/ Request for Additional Information/ Deferred/ Not Retained

Remarks:.....

Signature:.....Signatory/ Function:.....Date.....

NB: Cheques to be drawn on Indian Ocean Consultancy and Development & Co. Ltd