



กรมการแพทย์แผนไทยและการแพทย์ทางเลือก
Department of Thai Traditional and Alternative Medicine

The 17th National Herbs Expo

Nuad Thai & Thai Herbs
towards Good Health for All



4 – 8 March 2020

**Hall 10-11-12,
IMPACT Muang Thong Thani
Nonthaburi, Thailand**

HIGHLIGHTS

- ◆ This year National Herbs Expo will be held together with the “Medical Hub of the World Expo” (Hall 9) under the umbrella of “The National Health Expo” in Hall 9-12.
- ◆ National Exhibitions and Innovations of Thai Traditional Medicine and a Variety of Health Products in a total area of 20250 m²
- ◆ Showcase of “Prime Minister Herbal Awards 2020” Herbal Products
- ◆ Showcase of Local Health Wisdom and Medicinal Plant Gardens
- ◆ Traditional and Alternative Medicine Services:
 - Medical Cannabis Clinic
 - Thai Traditional Medicine Clinic
 - Traditional Chinese Medicine Clinic
 - Alternative Medicine Clinic
- ◆ 17th Conference on Thai Traditional Medicine, Indigenous Medicine and Alternative Medicine
- ◆ Oral and Poster Presentation Competition

Free Admission!



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The 17th National Herbs Expo

Nuad Thai & Thai Herbs towards Good Health for All

4-8 March 2020 | Hall 10-11-12, IMPACT
Muang Thong Thani, Nonthaburi, Thailand

The National Herbs Expo, first introduced 16 years ago, serves as a potential platform to raise public awareness on the benefits of herbs and traditional medicine knowledge for healthcare and wellness, to promote the proper use of herbs, and traditional and herbal products, to move Thailand towards the goal of being a hub of medical & well-being services and a hub of herbal products of ASEAN, and to promote the trading of herbal products, extracts and raw materials.



WHY EXHIBIT?

The National Herbs Expo is the largest annual event on Thai traditional medicine, alternative medicine, and indigenous medicine (TTM/AM/IM) in Thailand that has been held since 2004 with more than **150,000 visitors and 400 exhibitors** per year and the number tends to increase yearly due to the back to nature trend and the awareness of the benefits of local health wisdom.

PROFILE OF EXHIBITION ZONES

The Expo is composed of three zones, namely, Product zone, Wisdom zone, and Service zone. The key activities inside each zone are as follows:

1. Product Zone

- Exhibition of products and innovations in TTM/IM/AM which covers activities involving the development of herbal products throughout the value chain
- Herbal City
- Sales of massage, spa, and wellness products / cosmetic and head-to-toe personal care products / health supplements / foods & beverages
- Showcase of Prime Minister Herbal Awards 2020 (PMHA) products
- Herbs of Art

2. Wisdom Zone

- Exhibition of community lifestyle and cultural floor to showcase local health wisdom of Thai indigenous medicine and folk medicine
- Herbal gardens

3. Service Zone

- Medical Cannabis Clinic
- Thai Traditional Medicine Clinic
- Traditional Chinese Medicine Clinic
- Alternative Medicine Clinic

WHO VISITS?

- ❖ Health personnel
- ❖ Traditional medical doctors and folk healers
- ❖ Researchers, academicians, and technicians
- ❖ Traders, distributors and dealers
- ❖ Importers & exporters
- ❖ Manufacturers
- ❖ SMEs, spa & health centers
- ❖ General public

BENEFITS OF EXHIBITORS

- ❖ Showcase your products and innovations to create your brand awareness in Thailand
- ❖ Keep up-to-date on new trends and innovative ideas
- ❖ Broaden your network
- ❖ Meet potential traders, importers, and exporters
- ❖ Discover new products, new business
- ❖ Get in touch directly with traditional medicine practitioners, folk healers, health personnel, academicians, and people who are keenly interested in traditional medicine, herbal and natural products
- ❖ This year expo coincides with interesting related events also held at IMPACT Muang Thong Thani, i.e., Medical Hub of the World Expo (4-6 March), and CPhi South East Asia (the International fair of the pharmaceutical industry) (4-6 March). Hence, it is a big chance for exhibitors to meet more potential buyers and partners from various sectors.

BECOME AN EXHIBITORS

Exhibition Package (5-day exhibition):

- ✓ **Gold (Corner booth with one sidewall): 1,300 USD**
- ✓ **Silver (Standard booth with two sidewalls): 1,100 USD**

The exhibition package includes:

- ❖ 9 square meter exhibition space (3x3 meters) at the International Pavilion Zone
- ❖ One draped table, two chairs, company name fascia
- ❖ Standard electric devices, i.e. one fluorescent tub lamp, one electric socket (5 Amp).

More attractive events

In addition to the three-zone expositions, there are some activities not to miss, i.e.

- ❖ **Sale of quality herbal products** including OTOP, spa products and cosmetics, health supplements, raw materials, medicinal plants, etc.
- ❖ **Knowledge market** (short-course trainings on TM/AM/IM for health promotion)
- ❖ **Annual technical conference** on TTM/IM/AM
- ❖ **Oral & poster presentation competition**
- ❖ **Activities on central stage** e.g. TTM/IM/AM seminar, cultural show, games & lucky draw, etc.
- ❖ **National Award for the Thai Traditional Medicine Doctor and Folk Healer of the Year 2020**
- ❖ **National Level Awards and Regional Level Awards** of the year 2020 for Excellent Service Model of TM/AM/IM at all levels of health facilities





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4-8 March 2020 | Hall 10-11-12, IMPACT
Muang Thong Thani, Nonthaburi, Thailand

APPLICATION & CONTRACT FOR EXHIBITION SPACE

1. Please read this contract carefully and print or type all information requested.
2. Complete, sign and send to:

Department of Thai Traditional and Alternative Medicine (DTAM)
Ministry of Public Health
Tiwanont Road, Amphoe Mueang
Nonthaburi 11000, THAILAND
Tel./Fax+662 591 4409
E-mail: thailandherbsexpo@gmail.com

EXHIBITION PACKAGE

- ☐ **Gold** (Corner booth with one sidewall): 1,300 USD
- ☐ **Silver** (Standard booth with two sidewall): 1,100 USD

All booths will be assigned on a first-come, first-served basis, depending on availability.

COMPANY INFORMATION

Company Name
Mailing Address
City State Zip.....
Country
Telephone Fax
Web URL..... Email address

I have read and agreed to the terms and conditions of this contract.

Signature Date.....
Print Name Title

CONTACT PERSON

Please provide contact information for the person who will be handling your booth logistics

Contact Name
Job title
Telephone..... Email address.....

BOOTH STAFF

1. Name
Telephone..... Email address.....
2. Name
Telephone..... Email address.....

PAYMENT

Payment shall be made by Wire Transfer.

Please contact DTAM at thailandherbsexpo@gmail.com for complete payment information. All payment information will be kept strictly confidential.

TERMS & CONDITIONS

1. Organizer

The 17th National Herbs Expo is organized by:
Department of Thai Traditional and
Alternative Medicine (DTAM)
Ministry of Public Health
Tiwanont Road, Amphoe Mueang
Nonthaburi 11000, Thailand
Tel.+662 591 4409
E-mail aseantradmed@gmail.com

2. Applications

Applications for exhibition must follow the rules and conditions defined in this document.

By submitting the application form, the exhibitor accepts all conditions defined in this document.

An application for exhibition is only valid after written (e-mail) confirmation by the organizer.

There is no entitlement to the exhibition.

The organizer reserves the right to accept or refuse an exhibitor's application in function of its compatibility with the other exhibitors, the topic of the event and the organizer's business activities, without any further justification.

3. Payment terms

The following payment terms apply:

- All exhibitors have to make a down-payment of 50% of their total invoice within the 30 days following the acceptance of their application.
- All invoices have to be paid at the latest by 30 days before the event (payment received on the bank account of the organizer).
- Failure to pay the exhibition package fee by 30 days before the event (at the latest) will result immediate cancellation of exhibition, and the exhibitors will not be allowed to set up the booth.

4. Cancellation policy

If an exhibitor cancels, his/her down-payment will not be refunded.

5. Co-exhibitors and subleasing

Exhibitors are not allowed to host co-exhibitors at the booth.

Subleasing of a booth or of parts of a booth is not permitted.

6. Size limitation for booths

Exhibitors must ensure that their booths stay within the size limitations of the booked exhibition package.

No part of the booth, including furniture, displays, marketing, material, etc. may exceed those size limits.

No storage area is available before, during or after the event.

Exhibitors must make their arrangements to organize their own storage with their express delivery supplier so that the delivery is made on the set-up day and removed on the last day of event.

7. Insurance

Exhibitors must ensure that their equipment, booth staff, set-up-team, etc. are properly insured. The organizer will not provide insurance for exhibitors and their exhibition.

8. Selling or delivering goods

Direct selling, distributing or delivering of goods, product samples or equipment at the booth to any visitors are prohibited unless the products have already been registered in Thailand with Thai FDA.

9. Connections

Any kind of special connections to the booth (electric power, network connection, TV, etc.) that are in addition to the standard connections offered in exhibition applications are not permitted.

10. Cancellation of event

The organizer will do everything necessary to ensure the execution of the event as planned.

In case of unexpected external circumstances that makes it is impossible to hold the event, the organizer may cancel the event before it starts.

Such cancellation has to be announced on 20 January 2020 at the latest.

In this case the organizer shall refund to exhibitor the exhibit fee previously paid; however, the exhibitors have no right to claim compensation for damages or refund for the expenses on the preparation for the event.

11. Promotional items

No promotional items and/or pop-up stands are allowed outside the booth area of the exhibitor.

Exhibitors may not hand out brochures, marketing items or other goods outside their booth area.

In particular, they are not allowed to have hostesses handling out brochures or

marketing items in the entrance area of the event and/or the exhibition hall.

12. Applicable law – disputes

Thai Law shall govern this agreement. In case of dispute, Thai Courts will have sole jurisdiction.

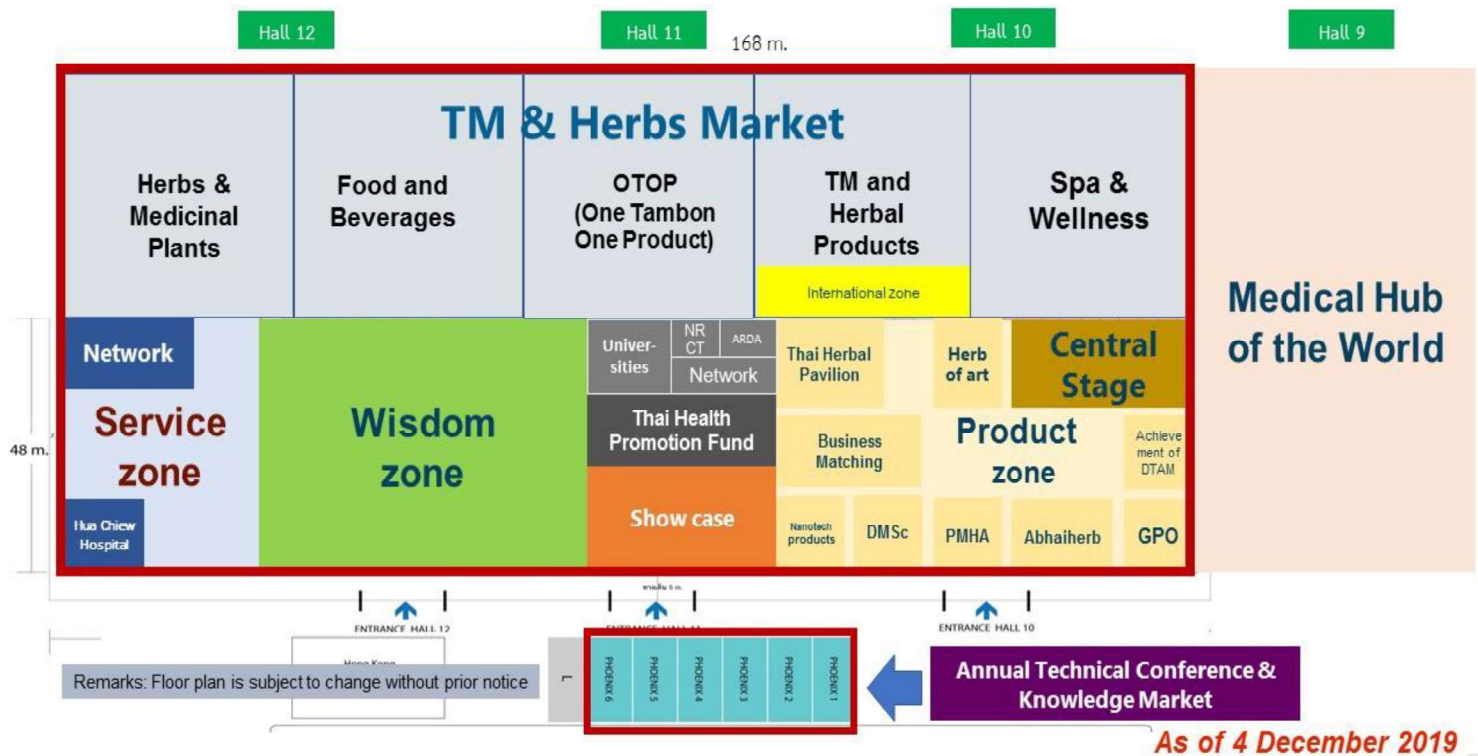
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Instruction for exhibitors

The exhibitors from foreign countries are required by Thai law and regulations to submit the following information to the organizer (DTAM) along with the application & contract for exhibition space for further review and pre-approval by Thai FDA, namely: -

1. Contact information of the company, names of contact person and exhibitors who will participate in the expo
2. Information of all products to be displayed in the booth, i.e.
 - Certificate of Free Sale
 - Invoice
 - List of products or receipt
 - Product labels of all sizes
 - Product information sheet (e.g. medicinal product leaflet)
3. Itinerary of exhibitors (flight information)

Floor Plan of the 17th National Herbs Expo (Hall 10-12)





National Health Expo

4-8 March 2020, Hall 9 – 12
IMPACT, Muang Thong Thani, Nonthaburi

The 17th National Herbs Expo (Hall 10-12)
Nuad Thai & Thai Herbs towards Good Health for All
Exhibitions and Innovations of Thai Traditional Medicine and a Variety of Health Products

Medical Hub of the World (Hall 9)
Thailand: Healthcare Capital of the World
Showcase of Medical Service Magnets, Spa and Wellness Business of Thailand

Concurrent event:
CPhi south east asia (4-6 March 2020, Challenger 1)
B2B, Trading with Leading Pharmaceutical and Natural Product Industries, e.g. extract, technology, equipment, and packaging





2020 Exhibition Hall Hours

Tuesday, March 3

19.00–23.00 hrs.	Exhibitor Move-In
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Wednesday to Sunday, March 4-8

08.00 hrs.	Exhibit Hall Open for Exhibitors
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10.00–20.00 hrs.	Exhibit Hall Open for Visitors
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Sunday, March 8

20.00–23.00 hrs.	Exhibitor Move-Out
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Schedule is subject to change without prior notice.

Exhibitors are prohibited from dismantling their booth until the event has concluded at 20.00 on Sunday, March 8, 2020.