



**Consulate General of India
Frankfurt**

Press Release

On the occasion of Ayurveda Day on 13th Nov 2020, CGI, Frankfurt, organized a webinar on "Ayurveda: Opportunities, Challenges, and the Way Forward." The conference was attended by close to 30 participants.

Renowned Ayurveda experts/practitioners like Mr. Mark Rosenberg, Founder of European Academy of Ayurveda, Mr. Rene Hansvencl, CEO, Santulan Ayurveda and Yoga institute, Frankfurt, Ms. Gayatri Puranik, Managing Director of Om Vital Vertries GmbH and Mr. Murali Krishna, Director, Pharmexcil were the panel speakers. Prof. Syal Kumar, who works at the Chair of Natural medicine and Integrative Medicine, University of Duisburg-Essen, Germany, moderated the conference.

The event concluded with a Q&A session in which panel speakers answered questions such as progress of Ayurveda in European market, import, availability, registration, quantification of Ayurvedic medicines and the categorisation of various Ayurvedic products as food, herbal or medicine in the context of their import in Europe.

13 November 2020