

NATURAL
REMEDIES
FOR HEALTH
AND
WELLNESS

19 - 21 June 2009
Putra World Trade Centre,
Kuala Lumpur, Malaysia



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WHAT
MEDICINE
Conference &
Exhibition

Event Overview



Welcome to the annual World Health and Asian Traditional (WHAT) Medicine. Established in 2005, WHAT Medicine is a unique platform dedicated to promoting alternative Asian medicine into the commercial arena regionally and globally.

Formerly known as Women's Health and Asian Traditional (WHAT) Medicine, WHAT Medicine today is however known as World Health instead of the former due to popular requests for us to expand the scope of Asian Traditional Medicine.

This year, WHAT Medicine 2009 is not just going to be bigger and better but it will connect you to what's happening in the health industry with leading events worldwide in alternative medicine, healthy living, nutrition, wellness, prevention and healthcare. Bringing together the best Asian traditional and complementary researchers, practitioners and manufacturers, WHAT Medicine 2009 will introduce a wide range of health products and services, cutting-edge discoveries and the latest in holistic alternative medical technologies and products.

This 3-day conference and exhibition is the perfect opportunity for the public, trade and professionals to come together to gain valuable insights into the most up-to-date services, products, brands and technology advancements available today, explore new business opportunities and network with the finest vendors and experts of this progressive industry.

You'll have fun while learning about health and well-being as the event brings together a host of health solutions under one roof!

This premier showcase is expected to attract over



10,000 visitors



5,000 buyers



100 exhibiting
booths



9,000 sq. ft. of
exhibiting space

**DON'T MISS THIS UNIQUE OPPORTUNITY TO LAUNCH, PROMOTE AND SELL
TO A CAPTIVE TARGET AUDIENCE FROM ALL REGIONS.**

OBJECTIVES OF WHAT MEDICINE 2009:

- Redefine and pay tribute to traditional and complementary Asian wellness practices and medicine through contemporary scientific technologies.
- Promote Asian wellness to the global health arena.
- Promote a constructive and recognised platform for wellness experts.
- Present a valuable B2B and B2C platform for industry affiliates.
- Consolidate Malaysia as a prime hub for the development of the Asian wellness industry.

“Traditional and Complementary Medicine is a vital component of our Biotech Policy. In particular, Malaysian herbs have big potential to be serious contenders on the global stage. Biotechnology ensures that the best of these traditions are preserved, efficacy enhanced and safety improved to meet the growing demands for traditional medicine in modern health care.”

- Dato' Iskandar Mizal Mahmood, Chief Executive Officer, Malaysian Biotech Corporation

HOW YOU CAN BENEFIT FROM WHAT MEDICINE 2009: NATURAL REMEDIES FOR HEALTH AND WELLNESS

As An Exhibitor

- Be part of Malaysia's leading alternative and complementary medical exhibition.
- Present and sell your products and services to thousands of captive and interested buyers.
- Connect face-to-face with your target audience and obtain real, honest feedbacks.
- The opportunity to demonstrate products, market and sell to buyers in just 3 days.
- Check out potential competitors.
- Connect and interact with other participating trade members, researchers, entrepreneurs and visitors.
- Be featured in WHAT Medicine 2009's communication efforts ranging from press release, advertisements, brochures, website and more.

As A Researcher

- The opportunity to network with fellow researchers and industry pioneers.
- Introduce breakthrough concepts to industry professionals.
- Gain knowledge from a vast repository of dedicated journals, research materials and issues pertaining the industry.
- Be recognised and be part of WHAT Medicine 2009. Every speaker, researcher, presentation topics, and organisation will be featured in WHAT Medicine 2009's communication efforts ranging from press release, advertisements, brochures, website and more.

As A Trade Member

- Be seen as a key player in the alternative medical innovations and business industry amongst other trade members, researchers, entrepreneurs and visitors.
- Foray into the industry with more visibility with WHAT Medicine 2009's communication efforts ranging from press release, advertisements, brochures, website and more.

As A Visitor

- Discover the latest in holistic alternatives, medical technologies and products & services.
- Enjoy free talks on a wide range of health and wellness topics.
- Gain tips from the experts on how you can improve on health and wellness for you and your family.
- Sample the latest products and purchase at promotional rates throughout the event.

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**NATURAL REMEDIES
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Product Areas

Health

- Health Care Company
- Complementary Medicine
- Ergonomics
- Menopausal Treatments
- Overweight & Weight Loss
- Rehabilitation & Physiotherapy
- Reproductive Health Treatments
- Self-Care
- Stress Management
- Alternative Therapies
 - Acupressure
 - Acupuncture
 - Bach Flowers
 - Chiropractic
 - Colon Therapy
 - Ice Therapy
 - Naturopathic
 - Oxygen and Ozone Therapy
 - Reflexology
 - Unani

Well-being

- Anti-Ageing Treatments
- Aromatherapy
- Ayurveda
- Body Care
- Health Centres
- Health Retreats
- Homeopathy
- Massage & Lymphatic Massage
- Skin Care & Skin Health
- Spa & Therapy

Training/ Fitness

- Group and Individual Training
- Coaching and Mental Training
- Sports Medicine
- Fitness Studios, Training Centres
- Gyms
- Training Tools and Equipment
- Aerobics
- Dancing
- Qi Gong
- Meditation
- Reiki
- Tai Chi
- Yoga

Beauty & Cosmetics

- Aesthetic Dental Care
- Natural Cosmetics
- Personal Care & Toiletries

Raw Materials

- Essential Oils
- Flavours & Fragrances
- Food Ingredients
- Herbal Extracts
- Manufacturing & Processing Technologies
- Plantations
- Research & Developments
- Spices

Diet/Nutrition

- Agriculture
- Dietary Supplements
- Food & Beverage
- Functional Foods
- Health Foods
- Health Supplements
- Herbal & Medicinal Remedies
- Natural / Green products
- Organics
- Sports Nutrition
- Vitamins & Mineral

Industry Services

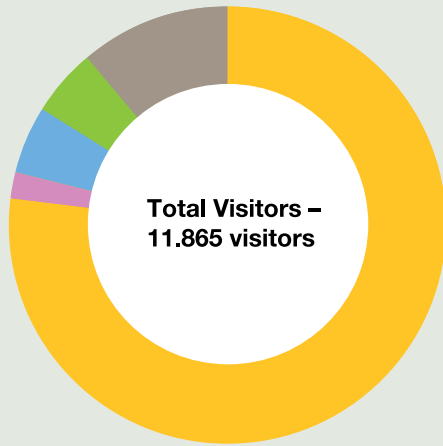
- Financial Services
- Government Agencies
- NGO's
- Publishers
- Research Institutions
- Universities



“Asian traditional medicine represents a time tested warehouse of herbs and healing processes that can be a useful pipeline for natural products research. Malaysia, with her unique biodiversity and geography can present major opportunities in the area of natural products research and development. It was an honour for NCNPR to be part of the team and we are looking forward to develop deeper and longer interactions with this region”.

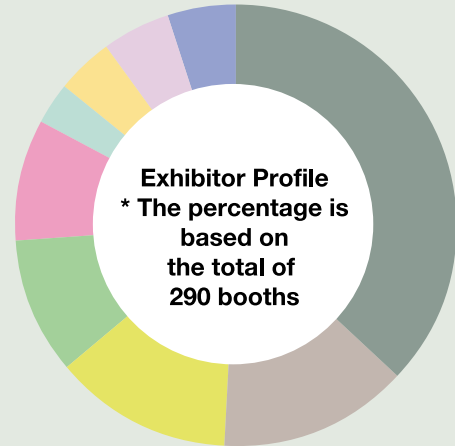
Professor Larry Walker, Director, National Center for Natural Products Research (NCNPR),
University of Mississippi, USA and
Professor Ikhlas A. Khan, Assistant Director, Director of FDA Programs, USA.

PROFILE OF WHAT MEDICINE

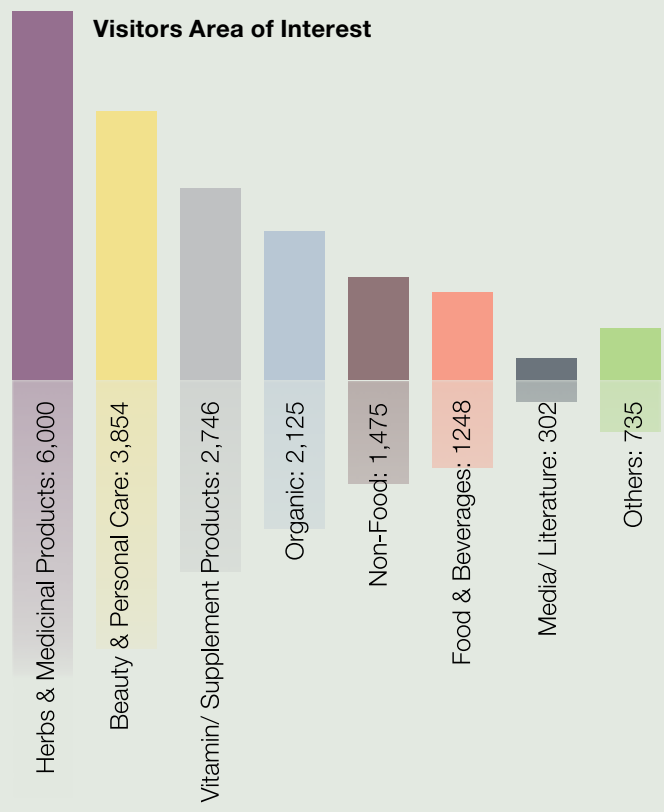


- Local Visitors: 77%
- Foreign: 2%
- Conference: 5%
- Closing Ceremony: 5%
- Opening Ceremony: 11%

Total Visitors – 11,865 visitors



- Health Products: 37%
- Government Agencies: 14%
- Beauty & Personal Care: 13%
- Biotechnology: 10%
- Health Treatments: 9%
- Publications: 3%
- Food & Beverage: 4%
- Banking & Finance: 5%
- Associations: 5%



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DO NOT MISS OUT ON OUR EXCLUSIVE EVENTS COMING YOUR WAY!

EXHIBITION HIGHLIGHTS

Therapeutics' Enclave

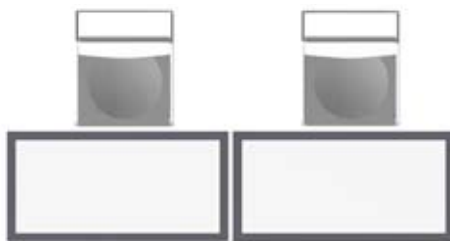
The one stop hub that promises to soothe the mind, body and soul, Therapeutics' Enclave brings together various certified therapists and practitioners to demonstrate the hands-on method of various traditional and complementary therapies available in Malaysia. It will feature therapists from renowned associations such as Malaysian Malay Traditional Therapies Association, Malaysian Chinese Physicians Association, Malaysian Indian Traditional Therapies Association, Malaysian Society for Complementary Medicine and many more.

Herbal Garden & Nurseries

Herbal Garden & Nurseries will showcase a variety of herbs from Malaysia's own rainforest from various nursery owners. Malaysia with its diverse cultures and its vast abundance of natural resources will be featured in this one-of-a-kind exhibition. This platform will demonstrate the medicinal properties in herbs that have been used for centuries to cure illness or to help maintain good health and are used according to nature, effects and curative properties observed by certified herbalist.

GO RED – Women's Zone

A platform dedicated to Women's Health, the event topic for 2009 is focused on heart health, 'Preventing Heart Disease' – known as the No. 1 killer for women, beating HIV, cancer, tuberculosis and malaria combined. Visitors will have access to what causes heart disease, ways to prevent it and how to lead a healthy lifestyle.

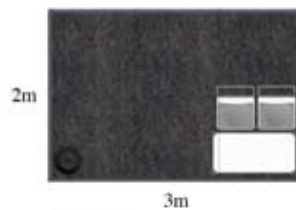


Plan 2m

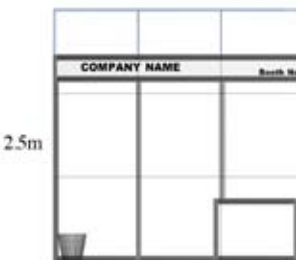
Table Counter



Isometric View



3m



2.5m

Front Elevation

Standard Shell Scheme 3m x 2m



Book Your EXHIBITION SPACE now!

Prime Location

Shell Scheme Booth
3m X 3m - RM8,200.00 per booth
3m X 3m (with pillars) - RM5,900 per booth
Space Only (min. 18 m²) - RM860 per m²

Standard Location

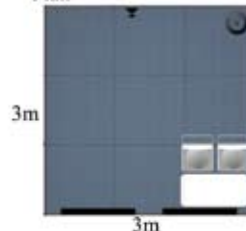
Shell Scheme Booth
3m X 3m - RM6,300.00 per booth
3m X 3m (with pillars) - RM5,900 per booth
3m X 2m - RM4000.00
Table Counter - RM2000.00
Space only (min. 18 m²) - RM660.00 per m²

Perspective View

Standard Shell Scheme 3m x 3m

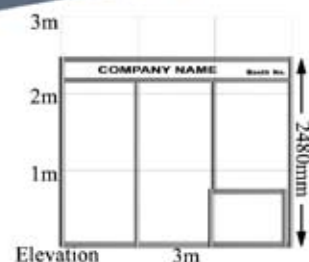


Plan



3m

3m



Elevation

3m

2m

1m

3m

2480mm

For more information, please contact:
Ms. Sherliza (012-375 7827)/ Ms. Ee Shen (012-292 7098)



SCIENTIFIC CONFERENCE HIGHLIGHTS

Themed “Sustainable Global Health”, the conference is held in collaboration with the University of Mississippi’s National Centre for Natural Products Research (NCNPR), USA, Indian Institute of Integrated Medicine (IIIM) and Jamia Hamdard University, India.

“Sustainable Global Health” features:

- Tropical Asian Medicine (traditional uses and practices, Ethnobotany, up-to-date scientific research to assure quality and safety)
- Asian Herbs (Botanical knowledge, Phytochemistry, Biotechnology, Conservation Cultivation, Genetic Improvement) and
- Globalisation of Traditional Medicine (Commercial aspects, export and import, trade of new and old medicines, National and International perspectives).

Featured Speakers:

Professor Tan Sri Dato’ Dzulkipli Abdul Razak
Vice Chancellor, Universiti Sains Malaysia

Professor A.N. Rao
Emeritus Professor, National University of Singapore

Professor Dr. Mohamad Roji Samidi
R&D Manager, CEPP, Universiti Teknologi Malaysia

Dr. G N Qazi
Vice Chancellor, Jamia University Hamdard, Delhi

Dr. Ram Vishwakarma
Director, Indian Institute of Integrated Medicine (IIIM), India

Tan Sri Dato’ Seri Dr. Hj. Mohamed Ismail Merican
Director General, Ministry of Health, Malaysia

Dato’ Dr. Nor Shahidah Khairullah
Director, MN Consultancy Sdn Bhd

Dr. Jonathan Obaje
CEO & Consultant Scientist, Urah Resources Pte Ltd, Singapore

Dr. Deborah Cooper
Chief Scientific Officer, CollTech, Australia

Dr. Sarang Bani
Pharmacology Division, IIIM, India

Dr. Zanariah Ujang
Principle Researcher, SIRIM Berhad, Malaysia

Mr. Jean-Michel Longtin
Director, Laboratoire bioXtract, Belgium

REGISTER for the SCIENTIFIC CONFERENCE now!

Cost of Participation - Malaysian Delegate

Category	Before 1 June 2009	After 1 June 2009
Delegate	RM500.00	RM1,140.00
Student	RM200.00	RM665.00

Cost of Participation - International Delegate

Category	Before 1 June 2009	After 1 June 2009
Delegate	USD150.00	USD330.00
Student	USD80.00	USD200.00

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OTHER EVENT HIGHLIGHTS

Public Health Talks

There will be 6 free public health talks throughout the 3-day event, featuring two sessions each day. The Health Talk will cover interesting and up-to-date topics by certified doctors and health practitioners. Topics include:

1. Boosting Traditional Medicine with High Tech Science (Turmerin)
2. Fish Oil – Your Grandma Was More Right Than You Thought

Industry Dialogue

“Commercialising Asian Traditional Medicine – Adding Business to Science and Technology”

Participate in the latest industry dialogue with key players in the market and increase your potential for success by learning the fine balance of commercialising Asia Traditional Medicine. Explore case examples of adding business to Science and Technology and learn all the elements necessary to penetrate and succeed in this consumer driven market.

Register for the Industry Dialogue

Cost of Participation - Delegate: RM50.00

Get Your Latest Updates on 'WHAT MEDICINE 2009' at www.whatmedicine.org

For details of Sponsorship Opportunities and Registration, please contact us at:

Elerat Communications Sdn Bhd

c/o Secretariat Office

WHAT Medicine 2009

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Contact Person: Ms. Sherliza (012-375 7827) / Ms. Ee Shen (012-292 7098)

