



## Press Release

The 20<sup>th</sup> National Herbs Expo (Thailand Herbal Expo 2023)  
and the 20<sup>th</sup> National Technical Conference on Thai Traditional Medicine, Folk Medicine,  
and Alternative Medicine

from 28 June to 2 July 2023 at 10.00 – 20.00 hrs.

Hall 11 - 12 and Phoenix Meeting Room 1 – 6

IMPACT Exhibition and Convention Center, Muang Thong Thani, Nonthaburi

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### 1. General Information

The National Herbs Expo (Thailand Herbal Expo) is an event organized to share, exchange and disseminate knowledge, innovation, technology, and experience in Thai traditional medicine, folk medicine, alternative medicine, and herbs for the general public, health personnel, academics, researchers, experts, and entrepreneurs within the country and abroad. This is a marketing promotion opportunity for entrepreneurs from either business or social sectors, to promote good health and well-being for people and society, as well as to increase the economic value of health products and services such as herbal products, spas, and health tourism. In the meantime, it also supports elevating Thai herbs, cannabis, and hemp as a valuable medical crop and creating opportunities for people to access safe and efficient services and products.

### 2. Objectives

2.1 To serve as a platform for policy communication and upgrade the academic works in Thai traditional medicine, folk medicine, alternative medicine and herbs to innovations through the domestic and international networks, including BIMSTEC and ASEAN cooperation framework for effective development and policy-driven achievement.

2.2 To promote the participation of all network partners, including public and private sectors, and non-governmental organizations in promoting Thai traditional medicine, folk

medicine, alternative medicine and herbs for self-reliance in health and sustainably strengthening the country's economy.

2.3 To support and increase economic opportunities in health services in Thai traditional medicine, alternative medicine, and herbal products at national and international levels.

**3. Exhibition venue:** Hall 11 - 12 and Phoenix Meeting Room 2 - 6, IMPACT Exhibition and Convention Center, Muang Thong Thani, Nonthaburi – *the modern and comfortable venue that meets all needs, with more than 140,000 square meters of space, 5-star facilities, and luxurious decorations, enhancing the event and impressing customers in every size of the event.*

**4. Format of event:** Hybrid Exhibition (on site and online)

**5. Participants:** approximately 100,000 persons for 5 days, including

5.1 academics, professors, researchers, health professionals, health personnel involved in Thai traditional medicine, folk medicine, and alternative medicine, village health volunteers, and domestic and international experts.

5.2 students/ scholars in health sciences.

5.3 domestic and international herbal entrepreneurs, community enterprises, SMEs, business partners.

5.4 general public at all ages

**6. Event's theme:** Thai Herbs & Medical Cannabis for Health & Wealth/ 泰药与医用大麻给予健康和财富

**7. Concept of event:** the 20<sup>th</sup> National Herbal Expo is organized under the theme “Thai Herbs & Medical Cannabis for Health & Wealth” aiming to promote a healthy lifestyle and strengthen Thailand’s economy (Health for Wealth), comprising 2 core concepts divided into the sub-concepts as follows:

1) Wealth

- Innovation & Product
- Wellness & Thainess Tourism

2) Health

- Wisdom
- Service

## 8. Key activities

**8.1 Exhibition and Showcase** under the theme “Thai Herbs & Medical Cannabis for Health & Wealth”. It consists of **Wealth Zone** where Innovation & Product, Wellness & Thainess Tourism are displayed and **Health Zone** where Traditional Wisdom in Health Care (Wisdom) and Health Consultation Services (Service) are presented and demonstrated.

**8.2 Services.** It comprises “Suksamrannitra Clinic (good sleep for good health)”, that provide comprehensive holistic treatment for chronic pain and insomnia, the launching of “Harm Reduction Model”, and palliative care service where free consultation and self-care promotion are offered.

**8.3 International Conference.** Seminar on traditional medicine, folk medicine, alternative medicine, and herbs with international networks is scheduled to conduct at Phoenix Room 1-2 between 28-30 June 2023 from 09.00 – 18.00 hrs.

**8.4 The 20<sup>th</sup> National Technical Conference on Thai Traditional Medicine, Folk Medicine, Alternative Medicine.** This annual conference consists of 4 plenary sessions and 11 symposium sessions and takes place at Phoenix Room 3-6 between 28-30 June 2023 from 09.00 – 18.00 hrs.

**8.5 Annual Technical and Research Paper Contest.** Paper submission is open from 9 January – 30 April 2023 and the oral and poster presentation contest will be conducted on 28-29 June 2023 at Phoenix Room 6 from 09.00 – 18.00 hrs.

**8.6 Knowledge Market. Free** 15 short training courses are offered for general public on 1 July 2023 at Phoenix Room 6 from 10.00 – 18.00 hrs.

**8.7 Main Stage.** Opening ceremony, awards ceremony and various activities on stage.

**8.8 Over 240 Vendor Booths with Quality Herbal Products**

<b>FREE OF CHARGE</b>		
<b>for participation in the following events</b>		
<b>Exhibition and Showcase:</b>	28 June – 2 July 2023	10.00 – 20.00 hrs.
<b>International Conference:</b>	28 – 30 June 2023	09.00 – 18.00 hrs.

National Technical Conference: 28 – 30 June 2023 09.00 – 18.00 hrs.

Knowledge Market: 1 July 2023 10.00 – 18.00 hrs.

Free distribution of seedlings and perennial seedlings, medicinal plants, usable plants, edible plants, herbal products, and plenty of prizes.

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