



13TH & 14TH
DEC 2022
DUBAI WORLD
TRADE CENTRE
DUBAI UAE

Redefining the future of Traditional, Complementary
and Alternative Medicine in Middle East and Africa

BETTER PATIENT OUTCOMES THROUGH INTEGRATED & HOLISTIC APPROACH

Dubai World Trade Centre, Dubai, UAE
13th -14th December 2022

www.tcamarabia.com

Are you ready for the TCAM journey?

Traditional, Complementary and Alternative Medicine (CAM) therapies have been on the rise since the past decade or so in the Middle East. According to a report, in 2019 alone, the Middle East integrative health market was valued at \$4.52 billion. That number is set to grow exponentially to \$23.29 billion by 2027. The Cumulative Annual Growth Rate (CAGR) being 22.75% over the years. Such robust growth in the industry is being driven by increasing awareness of TCAM amongst the Middle East population and its benefits when compared to modern medicine.



What does Covid-19 mean for TCAM?

The UAE and the Middle East have been regarded as one of the safest regions given the high rate of vaccination and maximum adherence to Covid protocols. However, there has been a mindset shift amongst the population towards a holistic approach to health, wellness, and preventive medicine. There has also been focus on maintaining high levels of immunity and overall general wellbeing, something that is at the heart of

TCAM. If anything, Covid-19 will accelerate the use of TCAM amongst the general population as people realise it's safe, effective and has minimal side effects.

The 5th Annual Traditional, Complementary and Alternative Medicine Conference scheduled to take place from the 13th & 14th December 2022 in Dubai, UAE will address TCAM challenges, discuss the latest therapies and innovations.

Don't miss this chance to hear from international, regional, and local visionaries from the TCAM industry.



Key Disciplines in Focus



Ayurveda



Homeopathy



Naturopathy



Yoga



UNANI
Medicine



Traditional
Chinese Medicine
(TCM)



Hijama (Cupping)



African
Traditional
Medicine



Chiropractic



Herbology (Local
fauna and fauna)



Osteopathic
Medicine

Leaders in the house

Scientific Committee



Dr. Ananth Alphons D'souza

Dr. Ananth has over 26 years of experience as a homeopathy practitioner. He completed his Graduation (B.H.M.S) in 1995 and Post-graduation (M.D. in Homeopathy) in 2001 at Father Muller Homeopathic Medical College, Mangalore, India. Dr. Ananth currently works as a Senior Consultant & Homeopathy Specialist at Unicare Medical Center, Bur Dubai & Medex Nasser Clinic, Al Qusais and also serves as the President, IHMA (Indian Homeopathic Medical Association), U.A.E. Chapter.



Dr. V L Shyam

Dr. Shyam has over 20 years of Ayurveda experience across 19 countries and has been the mastermind of over 66 Ayurveda / wellness projects. An icon of Ayurveda across the globe, Dr. Shyam was the first licensed Ayurveda physician in the UAE by the Ministry of Health. Very recently, Dr. Shyam was awarded the Ministry of Health Award 2019, UAE for his immense contributions to improve Healthcare in UAE – 2019. He's also been bestowed with several back to back Health excellence awards by the

Dubai Health Authority in 2017 and 2018.



Dr. Benazir Quraishi

Dr. Benazir is a skilled Traditional Complementary and Alternative medicine (TCAM) professional specialising in Unani medicine, Cupping therapy and Hijama. She has over 23 years of total work experience in hospitals and clinics & 19 years of that in the Middle East alone. As the Medical Director at Cleopatra's Spa & Wellness, Dr. Benazir treats chronic conditions through Unani medicine, Hijama that includes wet and dry cupping, face cupping, lifestyle coaching and also treats musculoskeletal conditions through Unani regimental therapies.

Leaders in the house

Speakers



Dr. Adel Salman Al-Sayyad

MD, ABFM, LSHTM, Consultant public health, family medicine and epidemiology & Chief of Disease Control Section, Ministry of Health, Bahrain



Mrs. Shaikha Ahmad Al Suwaidi

Senior Specialist Toxicology & Complementary Medicine Education, Zayed Herbal Complex, Department of Health, Abu Dhabi, UAE



Prof. Abdullah Alabudulgader

Founder and chief cardiologist at the Prince Sultan Cardiac Center – Alhasa- Saudi Arabia & General Director, Research Center, Ministry of Health, Saudi Arabia



Dr. Ludmila Vassilieva

Homeopathy practitioner & Founder of the Holistic Healing Medical Center, UAE



Dr. K. Abdul Latheef

B.Sc., B.A.M.S, Chief Physician and Director, Ayurvedic Herbal Health Center Sharjah, UAE



Mrs. Namat Mubarak Abdulla Al Subaie

Allied Medical Profession Consultant, National Health Regulatory Authority (NHRA), Bahrain



Dr. George Malcolm Gregory

Senior Osteopath and Founder, Osteopathic Health Center, UAE



Dr. Gamus Dorit

Director, Complementary and Alternative Medicine, Sheba Medical Center, Founding Chairperson, the Society for Complementary and Integrative Medicine, Israel Medical Association, Israel

Leaders in the house

Speakers



Dr. Azza Adel Ibrahim Hassan

Chief of Palliative Medicine, National Center for Cancer care and Research (NCCR), Hamad Medical Corporation (HMC), Doha, Qatar



Dr. Mamta Suresh Radder

BAMS & PG Dip Yoga Studies, Medical Director and Chief Consultant, Sri Sri Tattva Panchakarma (Art of living) UAE



Dr. Alexandra Zashtitin DC

Vice President, National Chiropractic Sports Council, UAE



Dr. Sinsen Joseph

BHMS and MD(Hom), Medical Director, Lakeshore Medical Center, UAE & Medical officer, Govt. Homeo dispensary, India



Dr. Janethy Balakrishnan Bokstrom

President, Association of Integrative Medicine, Malaysia



Dr. K.T. Ajmal

Director, Calicut Unani Hospital and Research Center, India



Dr. Praveen Oberai

Deputy Director General, Central Council of Homeopathy Research (Ministry of AYUSH), India



Dr. Yang yang

Traditional Chinese Practitioner, The Chiron Clinic, UAE

Who should attend?

The TCAM Conference brings together practitioners, doctors, specialists, physicians, consultants, heads, directors, and educators from the following disciplines:

- Ayurveda
- Homeopathy
- Naturopathy
- Yoga
- Osteopathic Medicine
- Chiropractic
- Acupuncture

- TCM (Traditional Chinese Medicine)
- Hijama (Wet cupping), UNANI and Arabic Traditional medicine
- African Traditional Medicine
- Integrated medicine
- Allopathy and modern/western





Why attend?

The
Greek
"Home"
"Path"
+ sim

Your once in a year opportunity to:

Hear from international visionary speakers, and established authorities in the TCAM community through panel discussions, fireside chats and get access to first hand insights



Score some of the highest CME points in the year

Gain access to all speaker presentations post conference

Discover latest products, technologies/innovations and how they can aid in better patient outcomes

Network, interact and share knowledge with the global and regional TCAM community

Sponsorship and exhibiting opportunities at TCAM 2022

You are about to become part of Middle East's only dedicated event for Traditional Complementary and Alternative Medicine and the largest expo for all things natural and bio.

This means you achieve exclusive access to address an exclusive group of TCAM Practitioners, Distributors and Retailers at the conference along with presenting your products to the larger health industry professionals at the expo.

All our sponsorship packages include a presenting booth at the TCAM Pavilion in the Organic & Natural Products Expo and other specific opportunities at the TCAM Conference.

Sponsor opportunities allow you to: -

- Increase awareness of your competencies
- Present joint case studies
- Showcase technologies at our exhibition
- Networking opportunities
- Develop new business

Sponsor the conference and:

- Showcase your product to over 10,000 B2B buyers
- Pre-schedule meetings with decision makers
- Get premium branding
- Increase your visibility
- Demonstrate industry thought leadership
- Network and connect one on one with C-level decision makers/buyers



For more information on sponsorship opportunities, please contact our
Sales Team
sales@organicandnatural.com
+ 971 4 8747 528



Present industry case studies to showcase yourself as an industry thought leader

Exclusive opportunity to showcase your products to the TCAM industry



1-1 meetings with key buyers



Conduct product demonstrations

Conference Highlights

Day 1:

Tuesday, 13 December 2022

- TCAM in the Middle East – Regaining momentum and relevance
- Opening Keynote Address – Hurdles, challenges, and opportunities across the TCAM sector in the Middle East
- International Case Study - Integration of Complementary and Alternative Medicine (CAM) services at Sheba Medical Center, Israel
- Technology to the rescue!
- Like cures Like - Homeopathy as a preventive medicine
- Traditional Chinese Medicine (TCM) for better reproductive health
- Yoga – The ancient art of living

Day 2:

Wednesday, 14 December 2022

- Ayurveda – A holistic system of medicine and healing
- Wellness – No longer a choice, rather a way of life
- The future of Osteopathic medicine in the Middle East
- Interactive Discussion Groups
- Unani and Traditional Arabic and Islamic Medicine (TAIM)
- African traditional medicine

Conference Day 1: Tuesday, 13 December 2022

08.30 - 09:15	Registration, coffee, and networking
09:15 - 09:20	Welcome remarks Suraj Rao, Conference organiser, GL Exhibitions
09:20 - 09:30	Opening remarks from conference Chairman
	TCAM in the Middle East – Regaining momentum and relevance Governments across the Middle East have always been proactive when it comes to promoting TCAM amongst the population and the integrating it with modern medicine. However, the population has been reluctant and slow to adopt due to numerous reasons. But that's about to change.
	Opening Keynote Address – Hurdles, challenges, and opportunities across the TCAM sector in the Middle East
09:30-10:10	What can the Middle East do to fast emerge as the hub of traditional, complementary and alternative medicine? <ul style="list-style-type: none">• Improving knowledge transfer from generation to generation about traditional medicine and the usage of medicinal herbs and plants• Encouraging and integrating TCAM with modern medicine to witness better patient outcomes• Understanding the use of traditional and herbal medicines to ensure the right usage and prevent harmful side effects <p>(Session reserved)</p>
10:10-10:50	Panel Discussion - The best of both worlds How can we integrate modern and traditional medicine for better patient outcomes? <ul style="list-style-type: none">• Developing a concerted organisational wide strategy and initiative to integrate traditional, alternative and complementary medicine within mainstream healthcare• Finding out conceptual incompatibilities between the two disciplines to ensure smooth integration• Training modern and traditional practitioners to strike the right balance between disparate approaches

Conference Day 1: Tuesday, 13 December 2022

Moderator	Moderator Dr. V. L. Shyam, MD, M.Phil, Medical Director, Dr. Shyam's Ayurveda Center, UAE
Panellists	<p>Dr. Gamus Dorit, Director, Complementary and Alternative Medicine, Sheba Medical Center, Founding Chairperson, the Society for Complementary and Integrative Medicine, Israel Medical Association</p> <p>Dr. Adel Salman Alsayyad MD, ABFM, LSHTM, MSc, Chief of Disease Control Section, Ministry of Health, Bahrain</p> <p>Dr. Mamta Radder, BAMS & PG Dip Yoga Studies, Medical Director and Chief Consultant, Sri Sri Tatva Panchakarma (Art of living)</p>
	<p>International Case Study</p> <p>Integration of Complementary and Alternative Medicine (CAM) services at Sheba Medical Center, Israel</p> <p>Sheba Medical Center (CSMC), a major governmental hospital in Israel, one of the 10 best hospitals in the world, was among the first hospitals to integrate CAM approaches.</p>
10:50-11:20	<p>International trailblazer session – Integrating CAM approaches within a mainstream western medicine healthcare system</p> <p>The mainstream medicine in Israel is strongly influenced by conservative western medicine. When public demand called for additional approaches, a governmental committee issued positive recommendations on integration of Complementary Medicine within healthcare services.</p> <ul style="list-style-type: none">• Integrating of CAM within traditional healthcare through an Evidence Based Medicine (EBM) approach• Exposure of MDs to CAM methods and therapists• CAM therapists to conventional medicine and to other CAM methods
Speaker	Dr. Gamus Dorit, Director, Complementary and Alternative Medicine, Sheba Medical Center, Founding Chairperson, the Society for Complementary and Integrative Medicine, Israel Medical Association
	<p>Technology to the rescue!</p> <p>One isn't easily able to associate cutting-edge digital technologies with TCAM. While modern medicine has already embraced frontier technologies, the TCAM industry shouldn't be left behind. Let's try to understand what doors technology can open for the industry.</p>

11:20-11:40	<p>Fireside chat – What does technology and digitalisation mean for the TCAM industry?</p> <p>Technology has been pivotal for modern healthcare innovation and excellence. The TCAM industry is no different. Artificial Intelligence, blockchain, Robotic Process Automation are all making inroads into the TCAM sector. How relevant will they be?</p> <p>Tech to the rescue! How can TCAM practitioners leverage frontier technologies for healthy living?</p> <ul style="list-style-type: none">• Finding the best suitable remedies in Ayurveda and homeopathy through artificial intelligence algorithms• Herb identification and authentication through blockchain• Robotic Process Automation (RPA) for precise manufacturing and standardisation of drugs within Ayurveda, Siddha and Unani medicine
Speaker	Dr. Sinsen Joseph, BHMS and MD(Hom), Medical Director, Lakeshore Medical Center, UAE
11:40-12:10	<p>Networking and Refreshments break</p>
12:10-12:30	<p>Spotlight session – All things electronic.</p> <p>The pandemic and its aftermath have driven the need for telemedicine and telehealth alternatives across the healthcare industry. Whether we like it or not, there is a definite shift in behaviour. But this can make TCAM accessible to all eventually leading to mass adoption.</p> <p>Can telemedicine and telehealth technologies revolutionise patient care and treatment across the TCAM sector?</p> <ul style="list-style-type: none">• Making the most of telemedicine and telehealth technologies for patient follow ups post treatment• The best of both worlds – Adopting a telemedicine strategy to combine modern and traditional medicine thereby creating a holistic approach• Enhancing patient satisfaction with high information quality, user interfaces and robust data security <p>Interested in presenting this session? Contact us at info@tcamarabia.com</p>

12:30- 12:50	<p>Spotlight Session - Hospital management and administration</p> <p>The demand and need for healthcare are only going to rise in the coming decade. With the advent of cutting-edge health information systems, caregivers, practitioners, and doctors can focus on discharging their duties and lessen their administration tasks.</p> <p>What hospital management solutions can practitioners adopt to maximise satisfaction?</p> <ul style="list-style-type: none">• Accurate electronic data collection to analyse patient medical history and provide better medical treatment and aiding in research• Enhancing patient communication, coordination, and transparency through integration of lab management records, medical reconciliation, and clinical documentation• Automate billing, expense management and accounting processes to have a 360degree financial overview and develop a strategy aimed at increasing the profits <p>Interested in presenting this session? Contact us at info@tcamarabia.com</p>
12:50 - 13:50	<p>Networking Lunch Break</p> <p>Like cures Like - Homeopathy as a preventive medicine</p> <p>Homeopathic medicine has been in existence for over 200 years. In the UAE and the wider region, homeopathy is no longer a second option for most patients, it is the preferred go to choice. But can homeopathy and its practitioners step up to ensure holistic health of the masses?</p>
12:10-12:30	<p>Fireside chat- Trailblazer session -Alternative medicine and homeopathy to prevent future communicable diseases</p> <p>As we gradually emerge out of the threat of the pandemic, people have started to perceive health and wellbeing in a different sense. There is a focus on holistic health and overall wellbeing along with maintaining high levels of immunity.</p> <p>The ground reality of immunity – where do we stand in a post-pandemic world?</p> <ul style="list-style-type: none">• Using combination remedies to boost overall natural immunity• Integrating the use of homeopathy drugs along with conventional medicine to cure long-term conditions• Treating multi-comorbidities through homeopathy by focusing on the patient's entire body than the individual condition

Conference Day 1: Tuesday, 13 December 2022

Moderator	Dr. Ananth Alphons D'souza, B.H.M.S., M.D (Homeopathy), President, Indian Homeopathic Association (UAE) & Senior Consultant & Homeopathy Specialist at Unicare Medical Center, Bur Dubai & Medex Nasser Clinic, Al Qusais
Panellists	Dr. Praveen Oberai, Deputy Director General-incharge, Central Council for Research in Homeopathy (Ministry of AYUSH), India
14:40-15:00	<p>Reducing the risk of cardiovascular disease through homeopathy</p> <p>According to a study commissioned by Cleveland Clinic, Abu Dhabi, more than half of UAE residents have been affected by heart disease during their lifetime. Homeopathy medicines and treatments have said to improve heart health and improve the symptoms of heart failure</p> <p>How can homeopathy help us overcome cardiovascular disease, the leading cause of mortality worldwide?</p> <ul style="list-style-type: none">• Using homeopathic medicines to effectively control hypertension and other cardiac concerns• Combining homeopathy along with conventional medicine to ensure reduced heart failure• Homeopathic treatments to manage blood cholesterol and thereby regulate emotional stress
Speaker	Dr. Ludmila Vassilieva, Homeopathy practitioner & Founder of the Holistic Healing Medical Center, UAE
15:00-15:20	<p>Lifestyle disorders and their management through homoeopathy</p> <p>According to the WHO, health is a state of complete physical, mental, and social well-being not merely absence of disease or infirmity, as defined by our master 200 years ago. With the sedentary lifestyle we lead today, there is an imbalance.</p> <p>Breaking the sedentary lifestyle – will homeopathy play a major role?</p> <ul style="list-style-type: none">• Developing a care plan that measures, assess and minimises cardiovascular risk• Counselling patients regarding health risks of tobacco use and smoking cessation programs• Using homeopathy in treatment prevention thus restricting the spread of the disease that can lead to life-threatening complications
Speaker	Dr. Praveen Oberai, Deputy Director General, Central Council for Research in Homeopathy, India

	<p>Traditional Chinese Medicine (TCM) for better reproductive health</p> <p>According to a recent report by Dubai Health Authority, around 50% of women face infertility issues. Statistics also reveal that the number of women seeking treatment for infertility may increase from 5975 in 2015 to 9139 by 2030. Similar stats exist for men too. Studies have shown that acupuncture therapy can have great positive effects on the treatment of infertility.</p>
15:00-15:20	<p>Clinical rules for accupoint selection and prescription composition in treatment of polycystic ovary syndrome with acupuncture</p> <p>Acupuncture involves placing hair-thin needles into points in the body. According to the TCM theory this should correct the imbalance causing infertility in the body thereby help improve fertility. A recent analysis indicates that acupuncture increased the odds of clinical pregnancy by 65% compared with CGs.</p> <p>Can acupuncture be the answer to Middle East fertility woes?</p> <ul style="list-style-type: none">• Improving general and gynecological condition to increase the odds of clinical pregnancy• Reducing anxiety levels to increase the outcomes of pregnancy• Improving sperm quality and count through acupuncture therapy
Speaker	Dr. Yang Yang, TCM Practitioner, The Chiron Clinic, Dubai, UAE
15:20-15:40	<p>Efficient chiropractic therapy to enhance lifestyle</p> <p>Several research papers that have been published found that chiropractic treatment can be highly effective in leading a healthy sustainable lifestyle.</p> <p>How can chiropractic help improve quality of life?</p> <ul style="list-style-type: none">• Chiropractic treatments to enhance wellness and reduce stress levels• Drafting multi-modal care plans including chiropractic adjustments, injury prevention strategies and manual therapies• Foster whole-body health through chiropractic to maintain high levels of reproductive health <p>(Session reserved)</p>
Speaker	Dr. Alexandra Zashtitin DC, Vice President, National Chiropractic Sports Council, UAE

Conference Day 1: Tuesday, 13 December 2022

	<p>Yoga – The ancient art of living</p> <p>Across the world, people are increasingly realising the monumental benefits of Yoga. The way it connects one's mind, soul and body are unparalleled to any other form of medication, therapy, or exercise. In the Middle East, Yoga has been well received, embraced, and off late sought after.</p>
15:40- 16:00	<p>Yoga to enhance quality of life and maintain an overall level of well-being</p> <p>Constant practice of yoga has led to optimal levels of mental and physical health. Yoga improves flexibility, cardiovascular health, muscle strength, mindfulness etc. Certain studies have also shown that yoga can significantly reduce blood pressure, chronic pain and diseases such as arthritis.</p> <p>Is Yoga fast emerging to be Middle East's go to therapy for a holistic lifestyle?</p> <ul style="list-style-type: none">• Incorporating yoga into traditional and alternative medicine to ensure better patient healing and wellness• Pre-natal yoga to increase bone health, increase circulation of blood, oxygen and nutrients and ensure quick recovery post labour• Combining pranayama and various asana postures to boost overall immunity against communicable diseases <p>Interested in presenting this session? Contact us at info@tcamarabia.com</p>
16:00 - 16:10	<p>Chairman's closing remarks</p>
16:15	<p>End of Conference Day 1</p>

Conference Day 2: Wednesday, 14 December 2022

08.30 - 09:15	Registration, coffee, and networking
09:15 - 09:20	Welcome remarks Suraj Rao, Conference Organiser, GL Exhibitions
09:20 - 09:30	Opening remarks from conference chairman
	Regional Case Study – Unlearning the function of the human heart The explosive technical advances of the 20th century were not without significant drawbacks in our interpretation of scientific knowledge. A prominent example of this was the sense of the human heart as merely a pump.
09:30-09:50	Changing perspective - Human heart as the centre of a spectrum of sciences ranging from genes to galaxies The human heart is a sensitive detector, which is reactive to geological, geophysical, and astrophysical changes. At unique historical intersection with the ancient civilizations, we documented the biophysical bases of the dominance of human heart as a king of organs which pulsate in great symphony with the universe. What does ancient wisdom mean for modern cardiac sciences? <ul style="list-style-type: none">• Re-emphasizing the pivotal role of the heart of it's as the seat of the emotions in learning, decision-making, and intuition• Discussing documented evidence of the biophysical bases of the dominance of human heart as a king of organs• Understanding the Heart based Resonant Frequency Theory of consciousness
Speaker	Prof. Abdullah Alabdulgader, MD, DCH(I), DCH(Edinb), MRCP(UK), ABP, FRCP(UK) Founder and Chief Cardiologist, Prince Sultan Cardiac Center-Al hassa, General Director, Research Center, Ministry of Health, KSA

Conference Day 2: Wednesday, 14 December 2022

	<p>Ayurveda – A holistic system of medicine and healing</p> <p>"The practice of Ayurveda can truly enhance the quality of your life" - Sri Sri Ravishankar.</p>
09:50-10:10	<p>An Ayurvedic approach to pain management and pain relief</p> <p>Ayurveda as a form of holistic medicine has existed for over 5000 years now. At present Ayurveda is one of the fastest growing CAM therapies across the world. Pain management seems to be one of the biggest areas where Ayurveda has shown to be extremely effective and efficient.</p> <p>How can we address pain management concerns through Ayurveda?</p> <ul style="list-style-type: none">• Adopting a prevent pain approach through herbal supplements to help maintain Vata levels and using a combination of panchakarma treatments to reduce toxins within the body• Using herbs such as Nilgiri, Dashamoola, Shallaki etc. to help manage inflammation that causes joint and muscle pain• Jalaukavcharan or medicinal leech therapy to remove impure blood thereby reducing the pain caused by it
Speaker	Dr. K.A Latheef, B.Sc., B.A.M.S, Chief Physician and Director, Ayurvedic Herbal Health Center Sharjah, UAE
10:10-10:40	<p>Within the wisdom of Ayurveda lies better women health</p> <p>According to recent studies, about 92% of all women regardless of their age suffer from one or the other gynaecological disorder. Ayurveda helps women overcome these challenges through its holistic philosophies, theories, treatments and drugs.</p> <p>What can Ayurveda offer to improve women's health?</p> <ul style="list-style-type: none">• Incorporating shatavari in the diet regimen to maintain hormonal balance and strengthen the immune system• Using triphala (anti-ageing herb) along with Ashwagandha to detoxify, reduce oxidative stress and help improve digestion• Vatanulomana treatment to treat infertility amongst women through a combination of ayurvedic supplements, routine exercises, and strict diet schedule
Speaker	Dr. Namat Al Subaie, Consultant/Advisor Allied Medical Profession, National Health Regulatory Authority Bahrain
10:40 - 11:00	Networking and Refreshments break

	<p>Wellness – No longer a choice, rather a way of life</p> <p>According to the Global Wellness Institute, worldwide wellness was valued at \$4.2 trillion in 2017. In the UAE, the regional wellness tourism market contributes somewhere between 12-13% to the approximately \$36 billion local tourism industry.</p>
11:00-11:40	<p>Role of wellness retreats, resorts, spas, and centres towards improving the well-being of Middle East</p> <p>As people prioritise emotional, physical and mental well-being, resorts, spas and wellness retreats have catered to this global shift in lifestyle. In the UAE alone, the demand for holistic wellness therapies is soaring as people look to achieve a better quality of life.</p> <p>How are wellness retreats, spas, resorts and holistic health centres driving the wellness agenda in the Middle East?</p> <ul style="list-style-type: none">• Acceleration of demand for holistic wellness therapies post the pandemic• Impact and influence of detox therapies, yoga, weight loss treatments, spa therapies etc to help achieve wellness goals• Future growth potential for wellness retreats, spas and holistic centres in the region <p>Interested in presenting this session? Contact us at info@tcamarabia.com</p>
	<p>The future of Osteopathic medicine in the Middle East</p> <p>Osteopathic medicine isn't something new to the Middle East. Regarded as an alternative medicine that is highly effective when it comes to treating a wide range of musculoskeletal conditions. Using their hands to work, Osteopath's work on tight muscles and joints to restore pain free movements.</p>
11:40-12:00	<p>Osteopathic medicine to enhance optimum musculoskeletal health</p> <p>Osteopathic medicine focuses on helping every person achieve a high level of wellness by focusing on health promotion and disease prevention. Through a hands-on approach and the full benefits of modern medicine, osteopathic medicine can be a distinct pathway for the Middle East to achieve holistic health.</p> <p>How can Osteopathic medicine help the Middle East better holistic health?</p> <ul style="list-style-type: none">• Using a combination of osteopathic treatment release pain and restore mobility• Stress management and reduction through deep relaxation techniques and meditation practices• Restoring balance in the body through osteopathic medicine for self-healing

Conference Day 2: Wednesday, 14 December 2022

Speaker	Dr. George Malcolm Gregory, Senior Osteopath and Founder, Osteopathic Health Center, Dubai, UAE
	<p>Interactive Discussion Groups</p> <p>Interactive Group Discussions (IDGs) are the perfect setting for audiences to come together and discuss their ideas, insights, and opinions on specific topics. Each IDG has a leader who will lead the discussion and mention key points that the audience seated can engage in, creating a platform for interactive conversations and learning's from like-minded individuals, from similar work backgrounds of industries, hence leading into a thought-provoking discussion. Every participant will have the exciting chance of discussing and sharing their views over two topics for 30mins each within the respective group.</p>
12:00-13:00	<p>IDG A – Hijama or wet cupping to reduce blood pressure</p> <p>Hijama or Cupping therapy is an age-old treatment that has been in existence for centuries. As a regimental therapy, it involves drawing of blood through small skin incisions. Hijama can help provide a proper regulation for blood pressure thereby lowering the high blood pressure. Through hijama, thicker blood can be drawn out of the body which enables lighter blood to flow through the entire body. This helps maintaining ideal blood pressure levels. Along with significant benefits of high blood pressure, hijama also helps regulating the salt and potassium as well.</p> <p>IDG B – Naturopathy for disease prevention and to maintain holistic health</p> <p>Naturopathic medicine looks to treat the whole body rather than the specific disease. Naturopathy when blended with modern medicine, can have immense benefits. One of the major philosophies of naturopathic medicine is that the body can heal itself when it is balanced. Naturopathy focuses on the patient's diet, stress, lifestyle, living conditions to create a profile. By doing so, naturopathic practitioners can focus on preventive health and help avoid future diseases. Naturopathy can also help with chronic illnesses and offset the side effects of modern medicine when treating a disease.</p> <p>IDG C – Tai Chi to help reduce chronic pain</p> <p>Tai Chi is an ancient exercise therapy that has now become an integral part of Traditional Chinese Medicine (TCM). Practitioners have increasingly been resorting to Tai Chi as an alternative therapy for patients suffering from arthritis and other chronic pain conditions. Over a long period of time, patients have also reported increased flexibility, balance and even with mental health illnesses.</p> <p>IDG D – Aromatherapy</p> <p>The WHO estimates that there are 3000 migraine attacks per million in a day worldwide. There aren't any definitive symptoms or distinct biomarkers for migraine, the diagnosis is usually based on a few combinations of typical symptoms. While migraine is majorly treated using modern medicine, aromatherapy can be an excellent complementary therapy. But what exactly is aromatherapy? Aromatherapy is the use of essential oils extracted from plants for both physiological and psychological treatment. Essential oils made from lavender, peppermint, coconut etc can not only reduce migraine symptoms such as nausea, depression and insomnia but also help abort frequent migraine attacks if not completely cure migraine.</p>

13:00 - 14:00	Networking Lunch Break
	Unani and Traditional Arabic and Islamic Medicine (TAIM) Unani or Islamic traditional medicine is one of the most ancient healing systems in the world. Certain Unani treatments and medications can even cure diseases such as cancer and other terminal illnesses. According to the WHO, close to 82 member states have reported the use of Unani medicine across their healthcare systems.
14:00- 14:40	Unani medicine for chronic diseases – Modern lifestyle diseases, ancient therapies. The Middle East is one of the wealthiest regions in the world, this has led to the emergence of several lifestyle diseases amongst the population. Some of the most common ones include cardiovascular disease, diabetes, cancer, and arthritis. How effective is Unani medicine to treat these chronic conditions and prevent future chronic illness? <ul style="list-style-type: none">Combining the use of Unani medicine along with conventional medicine to regulate glycemic levels in diabetic patientsRight usage of Arjun (<i>Terminalia Arjuna</i>) and Zafran (<i>Crocus sativus</i>) as cardioprotectives and cardiotonics to prevent cardiovascular diseaseCorrect knowledge of prodromal symptoms to predict future symptoms and recommending the right treatments or medications
Moderator	Dr. Benazir Quraishi, President, Emirates Unani Doctors Association & Medical Director, Cleopatra Spa & Wellness, Dubai, UAE
14:40-15:10	Panel session - Unani medicine to boost immunity The Covid-19 pandemic has made us realise the importance of immunity and maintaining a high level of overall well-being. Unani medicine which has been in existence for several decades, has drugs, treatments and therapies that can boost immunity against a variety of diseases. Can Unani medicine boost immunity against future diseases? <ul style="list-style-type: none">Using single drugs such as Behin dana, Unnab to boost immunity against upper respiratory tract infectionsEnsuring patients abide by the six essential factors (Asab Sitta Zaruriya) to maintain high levels of overall well-being
Speaker	Dr. K.T. Ajmal, Director, Calicut Unani Hospital and Research Center

Conference Day 2: Wednesday, 14 December 2022

	<p>African traditional medicine</p> <p>African traditional medicine is a holistic health system that are divided mainly into divination, spiritualism and herbalism. According to the World Health Organisation (WHO) , at least 80% of people in Africa still rely on medicinal plants for their health care.</p>
15:10- 15:40	<p>Using African traditional medicinal herbs to enhance holistic health</p> <p>There have been increasing studies showing that therapies and drugs under African Traditional Medicine have had a profound impact on the overall holistic health of the population. They not only reduce the burden on modern healthcare but also have minimal side effects.</p> <p>How can African herbal remedies, therapies and drugs help achieve better health?</p> <ul style="list-style-type: none">• Expanding the use of herbal medicine safely to improve health and immunity• Addressing the stigma surrounding the use of herbal medicines through debunking of myths and facts• Restricting, regulating, and standardising the usage of herbal medicines to avoid adverse side effects <p>Interested in presenting this session? Contact us at info@tcamarabia.com</p>
15:40 - 15:45	End of Conference Day 2
15:45	End of Conference Day 2



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Conference Producer
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P O Box 128995, Dubai, United Arab Emirates
+971 4 8747 528 | sales@organicandnatural.com
www.tcamarabia.com