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Healthy prospects for Ayurveda in Germany

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Healthy prospects for Ayurveda in Germany

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THIRUVANANTHAPURAM: The Germans have found a way to beat the stress and pressures of routine urban life and stay healthy — embrace authentic Ayurveda.

Going by reports, people above 50 years of age are taking to the Indian system of medicine for holistic well-being.

Last week, prominent people and stakeholders in Germany's health sector took part in a workshop titled 'Ayurveda: wellness or medi-

cine,' in Munich.

Organised by Kerala Tourism, the workshop was aimed at creating a better understanding of the treatments and therapies in Ayurveda.

Experts talked to delegates from leading newspapers, women's magazines, lifestyle and wellness publications, and tour operators and travel agencies at the workshop. The participants also included representatives from health and fitness clubs and associations.

"We presented Ayurveda to

German audience as there is an increasing demand among the people in there," Tourism Minister A.P. Anil Kumar said.

"Our data show that Germans constitute the highest number of foreigners coming for Ayurveda treatment to Kerala," Tourism Director Rani George, who attended the workshop, said.

"The promotional campaign is a boost to Kerala's tourism sector in Germany," Ms. George said. The workshop, held at the SEVA Academy in Munich, also

witnessed demonstrations on Ayurveda massage, Ayurveda cooking, and Ayurveda oils. Mark Rosenberg, chief executive officer, European Ayurveda Academy; Detlef Grunert, Ayurveda practitioner and sports medicine expert; and Sylvie Peipe, a medical ethnologist and Ayurveda therapist; were among the panel of experts. The panel also included Ellil Jeevan and Prabha Burkhard, Ayurveda physicians in Germany. Kerala Tourism will take part in two international wellness fairs in Germany next month.