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T'Puram: Like many enlightened societies, Germans are also finding a way to beat the stress and pressures of routine urban life and stay healthy by embracing authentic ayurveda of Kerala. More and more Germans above the age of 50 are reportedly preferring the ancient Indian system of medicine to stay healthy and reduce stress.

Recently, leading figures from the health sector of Germany took part in a workshop, titled 'Ayurveda: Wellness or Medicine', in



Munich, organised by Kerala Tourism.

"We presented ayurveda of Kerala to the German audience as there is an increasing demand to stay healthy and improve wellness among the people there," said Kerala Tourism Minister A P Anil Kumar.

"Our data shows that the highest number of people coming for ayurveda treatment to Kerala from abroad are from Germany," Kerala Tourism Director Rani George said.

Celebrity Italian director Bernardo Bertolucci had come to Kerala for ayurvedic treatment some time ago for his chronic back ailment. "The promotional campaign on ayurveda is a boost to Kerala's Tourism sector in Germany," she said.

The workshop also witnessed demonstrations on various subjects like ayurveda massage, ayurveda cook-

ing and ayurveda oils.

Mark Rosenberg, chief executive officer of the European Ayurveda Academy, Detlef Grunert, ayurveda practitioner and an expert in sports medicine and Sylvie Peipe, a medical ethnologist and ayurveda therapist were among the panel of experts at the workshop.

As part of the focused promotion of ayurveda, Kerala Tourism would also participate in two international wellness fairs in Germany next month and enter into a tie up with online shops in a marketing campaign to reach the customers.