

## **Korea showcases traditional medicines at world's first expo on health and healing**

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**Showcasing the future of traditional medicine and antiaging industry that is gaining global attention**

The 2023 Sancheong World Traditional Medicine Antiaging Expo ended on the 19th with a closing ceremony after its big run of 35 days. The Expo, an international event jointly hosted by the Ministry of Health and Welfare, Gyeongsangnam-do, and Sancheong-gun with the government's approval, ended with great success, drawing a total of about 1,382,000 people (about 40,000 foreigners from 34 countries).

With the key themes of health and healing, the Expo featured a variety of exhibitions, hands-on experiences, academic events, and performances related to oriental medicine and traditional medicines from around the world. It is said to have opened new horizons for the globalisation, standardisation and scientific advancement of traditional Korean medicine.

The Expo's Korea Medicine Antiaging Business Pavilion, attended by 128 domestic companies and 10 companies from five countries, showcased a carefully curated selection of traditional Korean medicine, health and beauty products, such as health supplements and cosmetics.

It was also attended by Gyeongnam Aging Research Institute, Jinju Bio-Industry Promotion Agency, Korea Traditional Medicine Industry Promotion Institute, and Korea Institute of Oriental Medicine, which support the growth of the domestic traditional Korean medicine and antiaging industry.

The export consultations or meetings, which were held three times for six days and invited buyers from 50 companies from 13 countries, resulted in a total of 23 export agreements worth \$15.52 million and sales of KRW1.8 billion.