AYUSH

India–New Zealand FTA Elevates Ayush to Global Platform, Unlocks New Pathways for Wellness Professionals

Posted On: 30 APR 2026 6:06PM by PIB Delhi

The conclusion of the India–New Zealand Free Trade Agreement (FTA) marks a significant milestone in India's global outreach in traditional medicine and holistic healthcare, placing Ayush systems at the centre of a new framework for international cooperation. The forward-looking Agreement not only expands India's trade footprint but also opens unprecedented opportunities for global recognition, mobility, and institutional collaboration for India's traditional systems of medicine. The landmark Agreement was formally signed by Piyush Goyal, Union Minister of Commerce and Industry, and Todd McClay, New Zealand's Minister for Trade and Investment, underscoring the shared commitment of both nations to deepen economic and knowledge partnerships.

For the first time, New Zealand has agreed to a dedicated Health and Traditional Medicine Annexe under an FTA with India, creating an enabling environment for trade in Ayurveda, yoga, and other traditional medicine services. This landmark provision formally acknowledges India's rich wellness heritage and positions Ayush as a contemporary, globally relevant healthcare solution, alongside indigenous Māori health practices.

Global Recognition and New Markets for Ayush Services

The Agreement facilitates market access across a wide range of service sectors, creating new opportunities for Indian Ayush practitioners, wellness institutions and service providers to engage with the New Zealand market. By promoting cooperation in Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy, the FTA strengthens India's leadership in preventive, promotive and integrative healthcare models.

The framework is expected to boost medical value travel, foster institutional partnerships, encourage research collaboration and support the international expansion of India's wellness ecosystem.

Mobility Pathways for Ayush and Wellness Professionals

A key outcome of the Agreement is the creation of structured mobility pathways for skilled Indian professionals. A dedicated visa quota will enable Ayush practitioners and Yoga instructors, along with other Indian cultural and knowledge professionals, to work in New Zealand for extended durations. This

provision reinforces India's emergence as a global supplier of skilled wellness professionals while creating new employment avenues rooted in India's traditional knowledge systems.

Strengthening Cooperation in Traditional Knowledge and Wellness

The FTA also institutionalises technical cooperation in Ayush and traditional knowledge systems, laying the foundation for long-term collaboration in education, training, standards development and wellness services. By integrating traditional medicine into a modern trade framework, the Agreement reflects a shared commitment to sustainable health practices and people-centric development.

The India–New Zealand Free Trade Agreement represents a defining step in taking Ayush from national heritage to global healthcare mainstream. By opening international markets, enabling professional mobility and fostering cross-cultural collaboration, the Agreement reinforces India's vision of positioning Ayush as a pillar of global wellness and holistic health.

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