

## EVENT TIMETABLE

## 1 March (Thursday)

Opening at 8:00 h Lobby	Registration	
9:00 – 9:30 h Main Hall	<b>Welcome Remarks</b>	<b>Martina Bienenfeld</b> , Director, Zagreb Tourism Board, Croatia (TBC) <b>Tonči Glavina</b> , State Secretary, Ministry of Tourism, Croatia
9:30 – 11:00 h Main Hall 	<b>KEYNOTES</b> <b>EU Member States: Creating health tourism destination strategy</b> - Global trends - European leading health tourism influencers - EU umbrella associations - The importance of data collection	Moderator: <b>Renée-Marie Stephano</b> , CEO GHR, USA <b>Jai Verma</b> , SEO & Global Head - B2G, CIGNA International, UAE Dr. <b>Ádám Ruzinkó</b> , Health Tourism Head, MU Budapest and former State Secretary for Tourism, Hungary
11:00 – 11:30 h Exhibition Hall	Power Networking	
11:30 – 13:00 h Main Hall <b>Deloitte.</b>	<b>Global Patients: The impact of international accreditation and certification seals</b> - Legal status and market shares - International Hospital Groups case study - Insurers and big buyers' great expectations	Moderator: Prof. <b>Stjepan Orešković</b> , Zagreb School of Medicine, Croatia <b>Valeria Ansaloni</b> , Bocconi University, Italy <b>Sandeep Vohra</b> , Director, Protecti Global, UAE <b>Ognjen Bagatin</b> , Director, Bagatin Clinic, Croatia <b>Hrvojka Skoković Harašić</b> , Director, Deloitte, Croatia
13:00 – 14:00 h Exhibition Hall	Lunch Break	
14:00 – 15:00 h Main Hall 	<b>EU Orthopaedic and Rehabilitation Market</b> - Are EU rehab. centres ready for China? - The impact of doctor exchange programs - Bidding on competitive prices? - A sport star as a brand ambassador - Sensory integration rehabilitation	Moderator: <b>Irena Rapoport</b> , HTI Regional Manager for CIS and Israel Prof. <b>Nikola Čičak</b> , Head of Akromion Special Hospital, Croatia <b>Evgeniy Chernyshev</b> , Vice-President, MTAA of CIS, Russia <b>Ganna Kyrchenko</b> , Director, Dnipro Premium Clinic, Ukraine
14:00 – 16:00 h Maksimir Hall 	<b>2nd EHTI - EUROPEAN HEALTH TOURISM INDUSTRY LEADERS SUMMIT</b> (Closed Session by Invitation Only) Gathering ministers and leaders from European government organizations, and international institutions, business associations and industry, to share views on repositioning Europe as a destination of health Moderator: <b>Renée-Marie Stephano</b> , CEO GHR, USA Sponsored by <b>CIGNA INTERNATIONAL</b>	
14:00 – 16:00 h Tuškanac Hall 	<b>B2B Workshop for Financing Health Tourism Projects in Europe</b> (Closed Session by Invitation Only) - Experts from US investment fund will present real opportunities for capital access - Individual B2B meetings Hosted by <b>Paulo Moreira</b> , IJHM, United Kingdom and <b>Don Williams</b> , Princeton Healthcare International, USA	
15:00 – 16:00 h Main Hall 	<b>Thermal Spa Versus Medical Wellness</b> - Great destinations and their USP - Revival of tradition: Unique thermal cities - Evidence Based Medicine - EHTTA and ESPA network	Moderator: <b>Ernest Svažić</b> , Mayor of Krapinske Toplice, Croatia <b>Emma González</b> , Director, Termatalia, Spain <b>Biljana Nacevska</b> , Chef de Produit Europe, Thalasso No1, France Prof. <b>Kai Illing</b> , FH JOANNEUM University of Applied Sci.'s, Austria
16:00 – 17:00 h Main Hall 	<b>Automatisation, Robotics and Digital Health</b> - Applications, applications, and applications - New technology leaders - Robotic surgery, a travel for health trigger - Health data protection and cyber security	Moderator: <b>Cenk Tezcan</b> , HTI Regional Manager for Turkey <b>Murat Kucukkaya</b> , Director, Bourn Hall, UAE <b>Dejan Lugonja</b> , Director, Eventrify, Croatia <b>Gero Graf</b> , COO, Qunomedical, Germany <b>Petar Pavić</b> , CO-Founder, S.T.A.R. Digital Group, Croatia
16:00 – 17:00 h Tuškanac Hall 	<b>2nd EHTTA - European Historical Thermal Towns Association FORUM</b> (Closed Session by Invitation Only) European Historical Thermal Towns Association members are meeting again to introduce and discuss innovations in thermalism and spa tourism Hosted by <b>Luca Bruschi</b> , International Relationships, EHTTA	
16:00 – 16:30 h Maksimir Hall <b>Protecti</b>	<b>IMIF - INTERNATIONAL MEDICAL INSURANCE FORUM</b> (Closed Session for Insurers Only) Gathering the leading insurers and industry experts to discuss on latest development in bonding health insurance and health tourism industry Sponsored by <b>Protecti Global</b>	
16:30 – 18:00 h Maksimir Hall 	<b>3rd EBI - EUROPEAN BUYERS INITIATIVE</b> (Closed Session for TA/TO Only) Gathering top industry buyers and suppliers from all over the world, including specialized tour-operators, travel agents and facilitators Moderator: <b>Zdeslav Radovčić</b> , Founder & CEO HTI Conference <b>COCKTAIL</b> Sponsored by <b>Bagatin Clinic</b>	
19:00 – 22:00 h Museum of Arts and Crafts	<b>Private Museum Tour</b> (By Invitation Only) <b>Exclusive VIP Dinner</b> prepared by <b>Ruben Escudero</b> , Chef of Manko - the 'hottest' restaurant in Paris, offering avantgarde French-Peruvian cuisine (Additional Charge)	<b>MIVA</b> GALERIJA VINA



**EVENT TIMETABLE**
**2 March (Friday)**

Opening at 8:00 h Lobby	Registration	
9:00 – 10:00 h Main Hall	<b>KEYNOTE</b> <b>Health tourism in Croatia – more than just a service: Case study Zagreb</b>	<b>Ognjen Bagatin</b> , Director, Bagatin Clinic, Croatia
	<b>Aesthetics and Dental Health: Worldwide Health Tourism Booster</b> - Croatia's great expectations - East Europe competitors or allies? - Dermatology entering dental clinics - Plastic surgery in vogue, makeover needed?	Moderator: <b>Ognjen Bagatin</b> , Director, Bagatin Clinic, Croatia <b>Neda Telišman-Košuta</b> , Advisor, Institute for Tourism, Croatia Dr. <b>Behnam Shakibaie</b> , MicroVision Group, Iran & USA <b>Ákos Farkas</b> , Director, Medical Tourism Association Hungary
9:00 – 10:00 h Maksimir Hall Powered by the <b>Croatian Chamber of Economy</b>	<b>CIS FORUM – HOW TO DO BUSINESS WITH RUSSIA AND CIS?</b> To strengthen cooperation and patients' exchange, HTI recently opened a Regional CIS Chapter. This forum will discuss advanced strategies and marketing tactics for doing business and enlarging your network.	Moderator: <b>Irena Rapoport</b> , HTI Regional Manager for CIS and Israel <b>Evgeniy Chernyshev</b> , Vice-President, MTA of CIS, Russia <b>Violetta Ianyshevska</b> , Chairman, Assoc. of Medical Tourism, Ukraine <b>Tatiana Sokolov</b> , Director, MedicaTour, Russia
10:00 – 11:00 h Main Hall 	<b>From Business to Customers: The Intermediaries' Perspective</b> - Touroperators finally looking at wellness/spa - Are travel agents shifting to medical? - Digital challenges and user experience - Facing up new emerging markets	Moderator: <b>Boris Turkić</b> , Director, M+ Agency, Croatia <b>Claudia Wagner</b> , Director, FitReisen, Germany <b>Tomislav Varga</b> , CEO, ATLAS, Croatia <b>Tom Dedek</b> , Representative of ITB Medical Tourism Pavilion, Germany <b>Michael Dada</b> , CEO, CEEWABA, Nigeria
10:00 – 11:00 h Maksimir Hall Powered by the <b>Croatian Chamber of Economy</b>	<b>MIDDLE EAST FORUM – HOW TO DO BUSINESS WITH MIDDLE EAST?</b> Meet experts and buyers, learn how to enter the market and stay there. What is different when doing business with Middle East, what are the needs and the opportunities?	Moderator: <b>Chris Riga</b> , Consultant, France & UAE <b>Rania Kimrakji</b> , Managing Director, Royalty Consultants, UAE <b>Murat Kucukkaya</b> , Director, Bourn Hall, UAE
11:00 – 12:00 h Main Hall 	<b>Workforce Wellness: Corporate Social Responsibility (CSR)</b> - New trends: Isolation in wellness retreats - How a luxury hotel can profit? - Risk and impact - WellHotel Certification	Moderator: <b>Renée-Marie Stephano</b> , CEO GHR, USA <b>Abdallah Hindawi</b> , Director, COMCRA, Jordan <b>Sherif Hassan</b> , Tripsetc, USA Prof. <b>Iskra Nola</b> , Zagreb School of Medicine, Croatia
11:00 – 12:00 h Maksimir Hall Powered by the <b>Croatian Chamber of Economy</b>	<b>CHINA FORUM – HOW TO DO BUSINESS WITH CHINA?</b> 2018 is the official EU and China Tourism Year. The audience will have the opportunity to explore the potentials of the great Chinese market, accompanied by public officials.	Moderator: <b>Zdeslav Radovčić</b> , Founder & CEO HTI Conference <b>Mario Rendulić</b> , President, Chinese Southeast European Business Assoc. <b>Tom Dedek</b> , Representative of ITB Medical Tourism Pavilion, Germany <b>Amy Wang</b> , Product Manager, Farers International, China
12:00 – 13:30 h Exhibition Hall	Lunch Break with Exclusive Wine by <b>Meneghetti</b>	
13:30 – 16:30 h Main Hall 	<b>MEETINGS WITH BUYERS: BUY CROATIA - HEALTH TOURISM by Croatian National Tourist Board</b> Increase your networking and business opportunities by pre-arranged B2B meetings with 40 international buyers in unique business atmosphere. Register, download the HTI App & book your meetings!	
13:30 – 16:30 h Tuškanac Hall 	<b>Digital Transformation Workshop Hosted by M+ Agency</b> Find out more about the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts in mind.	

**3 March (Saturday)**

 Hosted by <b>City of Zagreb</b>	<b>STUDY TOURS FOR BUYERS</b> 09:00 - 13:00 h Zagreb Tour 09:00 - 15:00 h Krapinske Toplice Tour Visiting the most prominent medical and healthcare providers with the goal to learn about the leading health tourism destinations in continental Croatia	 Hosted by <b>Krapinske Toplice</b>
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