

## PROGRAMME

### HTI HEALTH TOURISM INDUSTRY CONFERENCE, BRUSSELS, 26-27 NOVEMBER 2018

#### DAY 1 – B2G SESSIONS

#### Monday, 26 November 2018

European Parliament, Rue Wiertz 60

Event hosted by the Member of the European Parliament Ruža Tomašić

#### 13:00h **Conference Opening & Welcome Notes**

- Ruža Tomašić, Member of the European Parliament (host)
- Anna Athanasopoulou, Head of Tourism, Emerging & Creative Industries, European Commission
- Zdeslav Radovčić, Founder & CEO, HTI Conference (organizer)

#### 13:30h **3<sup>rd</sup> European Health Tourism Industry Summit: "European Health Tourism Destinations for 2030"**

Keynote by Jai Verma, SEO & Global Head B2G, Cigna International – EHTI Summit Partner

#### 14:00h **Roundtable 1: "Is Europe in the healthcare business?"**

Topics: Terminology, Accreditations and Certifications, Institutional Partnerships, Cross-Border Healthcare Directive, Students' and Doctors' Exchange Programs, Promotion, Funding Opportunities

Panellists and presenters:

- Balazs Lengyel, Legal Officer, DG Health and Food Safety, European Commission
- Eduardo Santander, Executive Director, ETC - European Travel Commission
- Siyka Katsarova, Vice-President, ESPA - European Spas Association
- Simone Zagrodnik, Executive Council, EHTTA - European Historic Thermal Towns Association
- Ilaria Giannico, Secretary General, UEHP - European Union of Private Hospitals

Chair: Dr Adam Ruzinko, President, Hungarian Health Tourism Association

#### 15:10h **Coffee Break**

Please use this QR code to view the latest update of the programme.



## 15:40h Roundtable 2: “Europe – Destination of Health”

Topics: Governments’ Leadership, Public-Private Partnerships, Integrated European Healthcare Product, Workforce, Performance Measurement, Destination Competitiveness,

Panellists and presenters:

- Rika Jean-Francois, Commissioner CSR & Head of Partner Country Coordination, ITB Berlin, Germany
- Carlos Abella Picazo, Executive Director, Spaincares, Spain
- Ernest Svažić, Mayor of the Municipality of Krapinske Toplice, Croatia
- Ilpo Tolonen, Chairman of the Board, Medical Tourism Association, Finland

Chair: Emma Gonzalez, Executive Director, Termatalia - International Exhibition of Thermal Tourism, Health and Wellness, Spain

16:40h Presentation by Saeed Al Dhaheri, Special Interests Tourism Manager, The Department of Culture and Tourism, Abu Dhabi, UAE - **HTI Health City Partner**

Presentation by Jianlin Wu, General Manager, Zhong Kang Shang De (Beijing) Health Management Co. - Global Cross-border Medical Alliance, China - **HTI Country Partner - China**

17:00h **Networking Reception** Hosted by MEP Ruža Tomašić

Hotel Metropole, Place de Brouckère 31

20:00h **VIP Dinner** Hosted by the Croatian National Tourism Board (By Invitation Only)

DAY 2 – B2B SESSIONS

Tuesday, 27 November 2018

Square Brussels Convention Centre, Rue Ravenstein 2

09:00h **Power Breakfast with Buyers**

Welcome note by Bagatin Clinic – **HTI Power Breakfast Partner**

10:00h **B2B Meetings**

Meet Prospective Business Buyers – prearranged meetings with +30 buyers

14:00h **4<sup>th</sup> EBI – European Buyers Initiative: How to do business with China?**

Gathering worldwide top industry buyers, specialized tour-operators, travel agents, facilitators, health insurance companies & intermediaries. Hosting guests from China – **HTI Country Partner**. Welcome note by the Mayor of Krapinske Toplice, Croatia & CSEBA – Chinese and Southeast European Business Association – **EBI Partner**

15:00h **Closing**

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Thermal Towns Association



European Health Management Association



European Union of  
Private Hospitals