



# ITB BERLIN NOW 2021

## *MEDICAL TOURISM PROGRAM*

**9 – 12 March 2021**



In cooperation with



Supported by



Partner



# WELCOME TO ITB BERLIN NOW 2021

We are pleased to welcome the WORLD OF MEDICAL TOURISM for the first time to a fully virtual event:

## ITB Berlin NOW!



Even though we cannot meet personally this year, it will be an important re-start for the Medical Tourism industry and for all of us to catch up virtually and work for the future of this important tourism segment.

HEALTH IS THE MOST PRECIOUS GOOD. Especially now, with the global pandemic still going on, we get reminded every day that health cannot be taken for granted.

Medical Tourism will play an important role in the restoration of health and well-being on our planet. The segment had been growing each year, offering even better and more reliable treatments for patients and keeping pace with new findings and technologies. This will continue once we master the crisis. Safety has become one of the most important issues for all of us. We all know that more than anything else, the medical tourism segment is depending on trust.

There is also the challenge of climate change which shall not be forgotten – we have to rethink before we restart and cooperate on a global scale. As all tourism segments, Medical Tourism will also have to become more sustainable.

ITB is known as an important think tank and even if we cannot welcome you to a physical event in 2021, we are happy to be able to offer once again a wide range of interesting presentations, panel discussions and expert interviews to shape the future of our sector.

On Tuesday, March 9, we start with the **official opening of the Medical Tourism Café** with our supporting partner **EVEX Hospital from Georgia**. Georgia is also our official Sustainable Tourism & Adventure Partner 2021.



The opening will be followed by a presentation from Medical Destination Barcelona at the ITB EXPO Stage. Immediately after, an **ITB Medical Media Get Together** with EVEX Hospital, the European Historic Thermal Towns Association & Great Spas of Europe will take place in the **ITB Medical Tourism Café**.

From Tuesday, March 9 to Friday, March 12, during all ITB days you can meet & greet tourism professionals in the Medical Tourism Café, be ready to network and make new business contacts!

There are certain Meeting Corners within this virtual Café featuring our partners and inviting visitors to meet individually or in small groups, to (video-) chat, mingle and exchange news.

For example, our organizational partner HTI Conference will host daily HTI Buyer Meeting Corners with business partners for Germany, Italy, Croatia, Finland, Portugal, Israel, Turkey, Ukraine, Russia & CIS, UAE, Iran, Kuwait, Qatar, China and the USA.

For the first time, the ITB Convention will host a 3-hour-track exclusively on Medical Tourism. The opening greetings will be done by the Honorable Deputy Prime Minister Zdravko Počivalšek of Slovenia and Istvan Ujhelyi, member of the European Parliament, vice-chair of the Transport & Tourism Committee and member of the Environment & Public Health Committee. The HTI Roundtable will then discuss the future of Medical Tourism with a panel of distinguished speakers. Additionally, concrete financial support options with EU Fundraising will be presented, the European Spas Association will highlight Corona recovery concepts in medical spas and climate health resorts and the WTTC will give as short overview on its current assessments.

For the 1st time, ITB and our organizational partner HTI will give out an Award of Excellence, the „ITB MEDICAL TOURISM AWARD“. The Award Ceremony will take place at the end of the Medical Tourism track of the ITB Convention and will be followed by a keynote on Trend Analysis in Medical Tourism and closing remarks.

Looking forward to a fruitful virtual get-together!

Stay healthy!

Yours sincerely,



**Rika Jean-François**

Commissioner ITB Corporate Social Responsibility  
Messe Berlin GmbH



**Thomas Bömkes**

Medical Tourism Advisor ITB Berlin,  
Managing Director Diversity Tourism GmbH

More information about Medical Tourism at ITB Berlin NOW on

**[www.itb-berlin.de/MedicalTourism](http://www.itb-berlin.de/MedicalTourism)**

# PROGRAM OVERVIEW

## MEDICAL TOURISM ITB BERLIN NOW 2021

**TUESDAY, 9 MARCH 2021**



**10:00 – 18:00 h**

**MEET & GREET @ MEDICAL TOURISM  
CAFÉ & MEETING CORNERS**

Daily networking & meeting area for  
Medical Tourism suppliers & buyers  
powered by EVEX Hospitals

- **ITB Medical Tourism Meeting Corner:**  
Meet the ITB Medical Tourism team or leave your message, if you have any questions about the Medical Tourism activities of ITB Berlin.
- **EVEX Hospitals:**  
Evex Hospitals are the largest hospital network operating in Georgia with 19 clinics in 6 regions of the country.
- **HTI Buyers Meeting Corner:**  
HTI - the leading hub for doing health travel and tourism business in Europe brings together qualified buyers, agents and service providers. Find your buyer!
- **European Historic Thermal Towns Association:**  
47 spa towns in 18 countries: places of health, history, culture & architecture, certified as a Cultural Route of the Council of Europe
- **Great Spas of Europe:**  
A group of eleven outstanding spa towns that has been nominated to UNESCO for inscription on the World Heritage List as a transnational serial 'property'.
- **EU Fundraising in Medical Tourism:**  
Get information about some basic steps how to benefit from regular or special Corona recovery EU funds in Medical Tourism.

**10:00 – 10:30 h**

**BUYERS WELCOME IN THE HTI  
BUYERS MEETING CORNER**



- **Leila Krešić-Jurić,**  
Managing Director & Partner, Health Tourism Industry – HTI Conference
- **Thomas Bömkes,**  
Medical Tourism Advisor ITB Berlin, Diversity Tourism GmbH, Munich

**10:30 – 11:30 h**

**HTI BUYERS MEETING CORNER:  
DOING BUSINESS IN RUSSIA & CIS**

- **Dr. Liudmila Andreeva,**  
HTI Representative

## TUESDAY, 9 MARCH 2021

### 11:30 – 12:30 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN GERMANY

- Christian Fadi El-Khoury,  
MESC International Patient Service

### 12:30 – 13:00 h

**OFFICIAL OPENING OF THE VIRTUAL  
MEDICAL TOURISM CAFÉ &  
MEETING CORNERS**

- Rika Jean-Francois,  
Commissioner of Corporate Social Responsibility ITB Berlin
- Thomas Bömkes,  
Medical Tourism Advisor ITB Berlin, Diversity Tourism GmbH, Munich



### 13:00 – 13:30 h

**ITB EXPO STAGE 3:**  
BARCELONA MEDICAL DESTINATION:  
High complex treatments and Covid-19

- Esther Orriols,  
Brand Manager Barcelona Medical Destination, Catalan Tourist Board
- Dr. Antoni Arias,  
Director Internacional Services, Hospital Sant Joan de Déu

*Barcelona Medical Destination (BMD) is a program run by the Government of Catalonia through the Catalan Tourist Board in partnership with the two main medical associations: Barcelona Medical Centre and Barcelona Medical Agency associations, which bring together the leading medical centers in Catalonia and, particularly, in Barcelona. BMD is a platform of medical centers, hospitals and clinics with international prestige and quality with the goal to promote Catalonia as a destination of specialized medical care, based on the excellence of the centers of our country and particularly of the city of Barcelona.*

*The covid-19 pandemic has disrupted the whole world and especially the health system. All hospitals in Barcelona are committed to the fight against COVID-19 and they have adapted to security measures, they have clearly defined hygiene and protection protocols based on the scientific evidence available, they design several diagnostic protocols for different patient profile. All hospitals offer tele visits, video consultations in order to attend and guarantee patient safety.*

### 13:30 – 14:30 h

**MEDICAL MEDIA GET TOGETHER**  
(all participants invited)

Introduction of the ITB Medical Tourism Partners 2021:

- EVEX Hospitals  
[www.evex.ge](http://www.evex.ge)
- European Historic Thermal Towns Association  
[www.ehtta.eu](http://www.ehtta.eu)
- Great Spas of Europe  
[www.greatspasofeurope.org](http://www.greatspasofeurope.org)



## 15:00 – 16:00 h

**HTI BUYERS MEETING CORNER:**  
HEALTH COMMUNICATION INSIGHTS

- Anke Sponer,  
CSI Consulting

## 16:00 – 17:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN CROATIA

- Ivana Kolar,  
CEO Julius Rose Croatia & Slovenia

## 17:00 – 18:00 h

**HTI BUYERS MEETING CORNER:**  
NETWORKING LOUNGE



## WEDNESDAY, 10 MARCH 2021

### 10:00 – 18:00 h

**HTI BUYERS MEETING CORNER:**  
HEALTH COMMUNICATION INSIGHTS

**MEET & GREET @ MEDICAL TOURISM CAFÉ & MEETING CORNERS**  
Daily networking & meeting area for Medical Tourism suppliers & buyers  
powered by EVEX Hospitals

### 10:00 – 11:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN CHINA

- Amy Yan Wang,  
Beijing Maxigen Health Consulting Services Co.

### 11:00 – 12:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN UKRAINE

- Natalia Strokovska,  
Doctor Geo

### 12:00 – 13:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN FINLAND

- Maitta Kotaniemi-Rauramo,  
Mailux

# MEDICAL TOURISM TRACK @ ITB CONVENTION



**ITB** | **NOW**  
BERLIN | CONVENTION

**13:00 – 13:30 h**

## **WELCOME & INTRODUCTION**

- **Rika Jean-Francois,**  
Commissioner of Corporate Social Responsibility ITB Berlin
- **Thomas Bömkes,**  
Medical Tourism Advisor ITB Berlin, Diversity Tourism GmbH, Munich

## **GREETINGS**

- **Zdravko Počivalšek,**  
Deputy Prime Minister of Slovenia, Minister of Economic Development & Technology
- **Istvan Ujhelyi,**  
Member of the European Parliament, Vice-chair of the Transport & Tourism Committee and member of the Environment & Public Health Committee

## **PRESENTATION**

- **Nejc Jus,**  
Economic Research manager of the World Travel & Tourism Council, WTTC

## **INTERVIEW**

- **Claudia Wagner,**  
Managing Director FIT Reisen, Germany

**13:30 – 14:15 h**

## **HTI ROUNDTABLE: THE FUTURE OF MEDICAL TOURISM**



*Does the future of medical tourism turn around digital health & health technologies only? How to handle compliance risks and ethical matters? Which hospital-facilitator compensation models work best? Discuss sustainable development strategies in health tourism and hear about medical tourism trends in Europe, USA, and UAE.*

*moderated by*

**Leila Krešić-Jurić,**  
Managing Director & Partner, Health Tourism Industry – HTI Conference

- **Ivana Kolar,**  
CEO Julius Rose, Croatia & Slovenia
- **Sandeep Vohra,**  
Chief Executive Technology Investments,  
Roseview Investment & Advisors, UAE
- **Christian Fadi El-Khoury,**  
Managing Partner MESC International Patient Service, Germany
- **Sherif Hassan,**  
CEO & Founder Tripsetc Travel Company, USA

**14:20 – 14:30 h**

**EU-FUNDRAISING FOR MEDICAL  
TOURISM**



*The European Union gives financial support to many tourism projects all over Europe. But different support programs and different requirements and regulations turn this into a complex and challenging application process. Learn about some basic steps how to benefit from these regular and special Corona recovery EU funds.*

- **Tom Dedek,**  
EU-Fundraiser, Diversity Tourism GmbH

**14:35 – 15:20 h**

**NEW PERSPECTIVES IN HEALTH  
TOURISM: CORONA RECOVERY  
CONCEPTS IN MEDICAL SPAS AND  
CLIMATE HEALTH RESORTS**

*The recent development of the Corona pandemic has also forced the health tourism providers for changes. They have adjusted their strategy and the European medical spas and climate health resorts offer new Corona recovery concepts. The European Spas Association is confident that these efforts will benefit many patients affected by Covid19. At the ITB Convention, specialists from various spa medicine areas will introduce new initiatives of comprehensive rehabilitation programs for the primary medicine. These show good results to reduce the side effects of the corona virus infection.*

*moderated by*  
**Csilla Mezösi,**  
Secretary General European Spas Association

- **Claude-Eugene Bouvier,**  
Secretary General CNETH - Conseil National des Etablissements Thermaux
- **Univ. Doz. Dr. Friedhart Raschke,**  
Staatsbad Norderney GmbH
- **Mike Wallace,**  
Medical Spa & Wellness Expert

**15:25 – 15:35 h**

**A NEW APPROACH TO  
MEDICAL TOURISM**

*The covid-19 pandemic has induced a radical change of the conditions in medical tourism. This includes a strong need to develop and implement a modified concept of medical tourism. New technologies and safety requirements should be regarded as indispensable elements of this system. It can be predicted that this alternative solution, which has been developed and adopted due to the epidemic, will constitute an important building block of medical tourism in the future.*

- **Dr. Anna Białk-Wolf,**  
The Institute of Research and Development of Medical Tourism, Poland

## 15:40 – 15:55 h

### **ITB MEDICAL TOURISM AWARD KEYNOTE & CLOSING REMARKS – TREND ANALYSIS IN MEDICAL TOURISM**

*For the first time the ITB Medical Tourism Award powered by HTI will be given to a medical tourism supplier or destination, who is actively involved to promote and support Medical Tourism.  
This year's jury of partners of HTI, ESPA and ITB will announce the 2021 awardee live on stage.  
Followed by a keynote on Trend Analysis in Medical Tourism.*

#### KEYNOTE & CLOSING REMARKS

- Dr. Prem Jagyasi,  
Managing Director & CEO, Dr. Prem and Associates, India

## 16:00 – 17:00 h

### **HTI BUYERS MEETING CORNER: DOING BUSINESS IN THE USA**

- Dr Sherif Hassan,  
TripSetc Travel Company

## 17:00 – 18:00 h

### **HTI BUYERS MEETING CORNER: NETWORKING LOUNGE**



## THURSDAY, 11 MARCH 2021

## 10:00 – 18:00 h

### **MEET & GREET @ MEDICAL TOURISM CAFÉ & MEETING CORNERS**

*Daily networking & meeting area for Medical Tourism suppliers & buyers powered by EVEX Hospitals*

## 10:00 – 11:00 h

### **HTI BUYERS MEETING CORNER: DOING BUSINESS IN IRAN**

- Mohamad Navabi,  
Nika Travel

## 11:00 – 12:00 h

### **HTI BUYERS MEETING CORNER: DOING BUSINESS IN RUSSIA & CIS**

- Dr. Liudmila Andreeva,  
HTI Representative

## 12:00 – 13:00 h

### **HTI BUYERS MEETING CORNER: DOING BUSINESS IN KUWAIT & QATAR**

- Dr. Emre Ali Kodan,  
BAKI International

## 13:00 – 14:00 h

### **HTI BUYERS MEETING CORNER: DOING BUSINESS IN ITALY**

- Maria Antonietta Princivalle,  
BookingsMed

## 14:00 – 15:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN GERMANY

- Qunomedical

## 15:00 – 16:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN PORTUGAL

- Helder Ramalho,  
MDTour

## 16:00 – 18:00 h

**HTI BUYERS MEETING CORNER:**  
NETWORKING LOUNGE



# FRIDAY, 12 MARCH 2021

## 10:00 – 18:00 h

**MEET & GREET @ MEDICAL TOURISM  
CAFÉ & MEETING CORNERS**

*Daily networking & meeting area for Medical Tourism suppliers & buyers  
powered by EVEX Hospitals*

## 10:00 – 10:30 h

**ITB EXPO STAGE/STREAM 1:**  
BREATH AGAIN – CROATIA  
KVARNER REGION

*The Kvarner Region in Croatia is a place to recover and improve your health as tourism in the Kvarner Region started as a therapeutic climatic health spa. The healing power of seawater has been known since ancient times, aware that it is important to treat the individual and not only the disease.*

*This ancient wisdom is now experiencing a long-needed revival and the therapeutic value of seawater is being recognised again. The first tourists in the Kvarner Region were kings, princesses, archdukes, composers who came to improve and strengthen their health during or after cold winters in central Europe. This gave many top doctors from Europe the opportunity to open their ambulances in a beautiful and healthy climatic environment.*

*Did You know Leo Sternbach, the inventor of Valium, was born 1908. in Opatija, as his parents had a pharmacy in Opatija? Opatija was declared 1889. as a therapeutic climatic health spa, the island Lošinj in 1892 and the Crikvenica Riviera in 1906. Today, this climatic spa's developed also as touristic places, yet never neglecting the importance of developing and offering modern medical knowledge and technologies in the fields of:*

*rehabilitation and prevention programs for cardiovascular diseases, respiratory and physical rehabilitation, paediatric treatments, cardiac and dermatovenerologic programs, asthma treatment programs, allergies, psoriasis, neurological diseases and rehabilitation programs for diseases of the locomotor system.*

Multidisciplinary medical teams with their long-year experience, tracked the development and consequences of a coronavirus. The institutions Thalassotherapie Opatija and Crikvenica and Health resort Veli Lošinj treated the first post-covid patients to recover. With success. More about the programs they offer will be presented during the Presentation of the Kvarner Region Tourist Board on March 12th at 10:00 hours and learn more about the "Kvarner Effect".

- Tanja Agustinovic,  
Kvarner Health

## 10:00 – 12:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN TURKEY

- Dr Erkan Karadağ,  
M2

## 12:00 – 13:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN THE  
UNITED ARAB EMIRATES

- Sandeep Vohra,  
Roseview Enterprises

## 13:00 – 14:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN ITALY

- Maria Antonietta Princivalle,  
BookingsMed

## 14:00 – 15:00 h

**HTI BUYERS MEETING CORNER:**  
DOING BUSINESS IN ISRAEL

- Irena Rapoport,  
I.R. Agency

## 15:00 – 18:00 h

HTI BUYERS MEETING CORNER:  
NETWORKING LOUNGE



More information about Medical Tourism at ITB Berlin NOW on  
[www.itb-berlin.de/MedicalTourism](http://www.itb-berlin.de/MedicalTourism)