

25 - 27 November 2021

Ministry of Health



Ministry of Tourism
and Handicrafts



وزارة السياحة
والصناعات التقليدية



EDITION
2
★ ★

www.amtc-tunisia.com

AFRICAN

Medical Tourism Congress

Le Palace Hotel / Tunis / Tunisia





Organization Name

LeaderExpo



Event Date

25 to 27 November 2021



Event

African Medical
Tourism Congres



Visiting Hours

10 AM - 06 PM



Website

www.amtc-tunisia.com



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ABOUT EVENT

Building on its success in its first edition in April 2019, the African Congress of Medical Tourism **AMTC Tunisia**, opens its doors for its second edition from **25 to 27 November 2021** at the **Hotel Palace Gammarth-Tunis**.

In April 2019, the first edition was held under the patronage of the Ministry of Tourism and the Ministry of Health . More than 10 countries (India, Turkey , Algeria , Morocco , Egypt , Mauritania , Ivory Coast , Burkina Fasso , Niger , Benin , Nigeria...) , 50 Exhibitors , 50 Conferences were held , 06 Workshops , and B2B sessions with invited delegations.

The dynamics engaged during the organization of the first edition of the African Medical Tourism Congress - **AMTC Tunisia** led us to focus immediately on the second edition , for more networking and success.

AMTC Tunisia wants to be an international Congress at the service of Medical Tourism in Africa.

ABOUT US

2nd EDITION

PROFESSIONAL TEAM

**SUSTAINABLE BUSINESS
RELATIONS**

**EXPERIENCED AND FRIENDLY
STAFF**



WHY IN TUNISIA?

Tunisia benefits from a strategic geographical position which makes the country a junction point between the Arab world, Africa and Europe. The history of Tunisia is a long swing between Africa, East and West. Medinas, fortresses, Carthaginian remains, Romans ...

seven sites and monuments are inscribed by UNESCO on the World Heritage List for their cultural value: these are the sites of Carthage, Dougga, El jem and Kerkouane as well as the medinas of Tunis, Kairouan and Sousse.

Tunisia has achieved a happy synthesis of multiple influences. Andalusian refugees, Italian artisans and Turkish sponsors have all made their mark. This is how the Testour minarets are reminiscent of Spanish architecture, the Kairouan ceramics use Ottoman motifs, the Beys mausoleums - sovereigns of Tunis - are decorated in marble in the Italian style. Likewise, freed Africans are at the origin of a specific musical style called "stambali". This cultural richness is also found in gastronomy with Berber, Andalusian and Turkish roots.



ABOUT EXHIBITION

Advantages for exhibitors



The event offers an ideal opportunity for exhibitors

Meetings and interactions with hundreds of delegates, seasoned professionals, health care experts, policy makers, market leaders and associations in the hospital construction and health business community

Promotion of products and services with targeted advertising for a targeted audience.

Updates on the latest developments, advances and innovations in medical equipment technology.

Construct the public's knowledge of their products and services and demonstrate, exhibit, market and test new ones products and services.

Generate leads and increase customer and revenue.

Get the best chance to know their competitors.

Maintain or renew personal contacts with existing or old customers.

Get a platform to unveil future strategies.

To achieve business to business (B2B) and business to consumer (B2C) goals.

ABOUT EXHIBITION

Solution Providers



Who Are The Solution Providers :

- | | |
|-------------------------------------|--------------------------------------|
| ■ General Hospitals and Clinics | ■ Specialist Hospitals And Clinics |
| ■ Dental Clinics | ■ Plastic Surgery Clinics |
| ■ Spa and thalasso-therapy centers | ■ Airlines – Air Ambulance |
| ■ Medical health resort | ■ Laboratory equipments and products |
| ■ Dialysais and diagnostic centers | ■ Medical Devices & equipments |
| ■ Rehabilitation centers | ■ Medical tourism travel agencies |
| ■ Home for dependant elderly people | ■ Medical Travel Portals |
| ■ Long-term care unit | ■ Pharmaceutical Companies |
| ■ University and medical schools | ■ Medical Tourism Associations |
| ■ Communication Technology | ■ Banks |

ABOUT EXHIBITION

THE CORPORATE BUYERS

Who Are The Corporate Buyers?

The Corporate Buyers are mainly from Africa, Middle East, Europe and Asia to meet with the

solutions providers from all over the world. They are divided into four main Categories :

- Ministries of health
- Travel agencies specialized in promoting health tourism
- Insurance companies
- Health insurance fund

Every Corporate Buyer is pre-qualified and has contractually agreed that :

- They are the main decision maker within their organization regarding health and Medical Tourism
- They have a Budget to allocate to health & Medical Tourism
- They have to be actively looking for new partners.



THE PROGRAM WILL INCLUDE ALSO

- Congress registration at The African Medical Tourism Desk In the Hotel Le Palace
- Opening Address and Official Opening Ceremony of the Congress.
- Workshops
- B2B
- Gala Dinner – Welcome and Sponsors address
- Networking

BENEFITS OF ATTENDING

- Keynote lectures from Health Tourism Experts who will discuss the hottest topics and latest trends in the industry.
- B2B : allow solution providers and buyers to arrange unscheduled meetings.
- Workshops : sharing knowledge and skills are an important part of contributing to the
- development of capability and to be up to date - and doing this means that the wheel doesn't have to be continually reinvented.
- Our team is specially trained to make sure we only host the true corporate buyers.

MEDICAL BRANCHES



MEDICAL ONCOLOGY

Medical Oncology
Radiation Oncology
Oncological Oncology



BONE MARROW TRANSPLANTATION

Pediatric
Adult



ORTHOPEDICS AND TRAUMATOLOGY



SEMINATION HEALTH AND IVF



ORGAN TRANSPLANTATION



CARDIOLOGY



OBESITY AND METABOLIC DISEASES



STEM CELLS



HAIR TRANSPLANTATION



GYNECOLOGY AND OBSTETRICS



DENTAL HEALTH

Dental Aesthetic
Smile Design



PLASTIC AND AESTHETIC SURGERY

EXHIBITORS GAININGS



To make collaboration with TPA insurance companies / B2B

Exhibitors will meet directly with TPA companies, hospitals, clinics and doctors.



To evaluate business relations with medical tourism agencies

Exhibitors will meet directly with medical tourism agencies from all around the world.



To meet with potential customers

Exhibitors will meet with public who may be potential customers themselves, can give free consultations.



To meet with each other

Exhibitors will meet each others and hospitals and clinics in order to develop business relations.



Sharing Data / B2B - B2C

We will share CRM data with exhibitors which we bring during the exhibition period.

ADVERTISING AND MARKETING

www.amtc-tunisia.com



ADVERTISING CHANNELS

Visual, Social
Printed Media Tools
will be used for Marketing

Website ☒

Responsive Website

Social Media ☒
Regular contents will be
sharing from our Social
Media accounts such as
Facebook and LinkedIn

Sponsored Listings ☒

Shopping Mall ☒

Direct Marketing

Influencer Marketing ☒
Influencer Marketing with bloggers

Online Live Broadcast ☒
Online Broadcast on Youtube

Adwords Ads ☒
Adwords Seo Marketing

Health Tourism Agencies ☒
Medical Tourism Agencies

Outdoor Advertisements ☒
Taking part of Outdoor

Stand Promotions/Publicity ☒
Exclusive stand promotions activity
where the directly communication is
possible with the target audience

INSPIRING
Tunisia