

## HTI – Health Tourism Industry

The leading hub for doing health travel and tourism business in Europe that brings together medical, spa & wellness professionals, service providers, associations, and destinations at events and projects supported by prominent European and global organizations.

### HTI Products & Services

**HTI Conference & Expo.** A business-to-business event that offers educational sessions, exhibitions, and hosted buyers' program. Since 2011, the HTI has organized events in Austria, Belgium, Croatia, Germany, Israel, but also online and in partnership with other event organizers.

**European HTI Summit.** A business-to-government event that gathers leaders of European umbrella organizations and prominent service providers by invitation only. Today, after being launched in 2017, it takes place in the European Parliament in Brussels.

**EBI - European Buyers Initiative.** A hosted buyers' network of several thousands of qualified international agents and facilitators with different specializations in health travel segments, accessible at HTI events and tailor-made buyers' trips.

**HTI News Magazine.** The first European business magazine that promotes and connects renowned stakeholders and service providers. It is published and distributed online, while the printed edition is distributed at +10 specialized events worldwide.

**HTI Digital News.** HTI Newsletters enable reaching the HTI database of +60,000 health travel and tourism professionals, usually twice a month. Other digital tools include promotion through logos, articles, and experts' posts on the HTI website and HTI social media.

**HTI Consultancy.** A service offered by a team of global health travel & tourism experts on key source markets. Areas of expertise include strategic concept development, market research, feasibility study, destination development, medical facilitation, and medical hotels.

**HTI Network.** It is a new service that offers access to a broad network of health travel and tourism professionals, companies, partners, and representatives worldwide while securing promotional, educational, and global networking benefits.

## HTI Strategic Partners

Besides collaborating with the European Parliament for hosting the European HTI Summit, other institutional partners include prominent Brussels-based umbrella associations such as:

European Travel Commission – *ETC*

European Spas Association – *ESPA*

European Historic Thermal Towns Association – *EHTTA*

European Union of Private Hospitals – *UEHP*

The world's largest tourism fair *ITB Berlin* Medical Tourism Pavilion, and the world's largest thermal spas fair, *Termatalia* are important strategic partners. HTI is a member of the alliance *European Tourism Manifesto* that gets together the leading European tourism organizations.

## About HTI

The brand *HTI Conference* was launched in 2011 in Croatia, becoming an international event in 2015, usually gathering more than 300 participants from more than 40 countries. Nowadays, HTI represents a European brand and health travel and tourism hub that aims to create synergies and boost health travel by backing up promotional efforts of European stakeholders and relevant regional players. HTI offers B2B and B2G events, always focusing on leadership events, buyers & media trips, educational sessions, and a bespoke, personalized approach. The vision "*Your health tourism industry partner*" expresses the commitment to provide service excellence to clients and partners - medical, spa & wellness professionals, service providers, associations, and destinations.

## Company Information

HTI operations are managed by HTI representatives in Croatia, Italy, Germany, Russia, Turkey, China, the Middle East, and the USA, who are health travel experts with great experience and professional networks in their respective markets. HTI also closely collaborates with market leaders in other European countries and India, covering the entire health tourism value chain.

Company: HTI PARTNER, Bednjanska 8, Zagreb, Croatia

Business ID: 58993489972

Website: [www.hticonference.com](http://www.hticonference.com)

Email: [info@hticonference.com](mailto:info@hticonference.com)

Contacts: Dr Liudmila Andreeva, MD, MBA

HTI Head of International Relations

M +7 967 018-07-35 (WhatsApp)

E [liudmila.andreeva@hticonference.com](mailto:liudmila.andreeva@hticonference.com)