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ITB BERLIN 2023 MEDICAL & HEALTH TOURISM PROGRAM

7 – 9 **MARCH** 2023

itb.com/medicaltourism

Pearl Thermal Baths
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IN COOPERATION WITH SUPPORTED BY ORGANIZATIONAL PARTNER





Your health tourism industry partner



Events



Buyers



Facilitation



Promotion



Education



Consultancy

Organizational partner of
ITB Berlin Medical Tourism Pavilion

www.hticonference.com



WELCOME BACK TO ITB BERLIN

Over the past years, ITB has become an important, international meeting point, connecting the Medical & Health tourism industry. For the first time, we can present an own hall for Medical & Health Tourism only. Specialized clinics, health & thermal hotel, associations, destinations and other suppliers from all over, will participate in ITB this year. Especially, with many exhibitors from Turkey.

Medical Tourism will play an important role in the restoration of health and well-being, after Covid19. And there is also the challenge of climate change – 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.

And there is a full agenda on the Medical & Health Tourism stage during the new ITB B2B only format of three days co-organized with our partner from EHTTA, ESPA, HTI and M2:

On Tuesday, we have the official opening of the Medical & Health Tourism Pavilion sponsored by the Catalan Tourism Board with officials from Turkey including a Medical Media Lunch. In the evening, FIT Reisen in cooperation with ESPA will host a networking reception in the Medical & Health Tourism Pavilion.

Wednesday is another day full of panel discussions, presentations and expert interviews on the pavilion stage followed by the ITB Medical & Health Night with the ceremony of the ITB Medical & Health Tourism Award.

The Thursday offers another educational day on the pavilion stage. And the medical tourism session during the ITB Convention takes place on the green stage in hall 3.1 in cooperation with the UNWTO bringing Health and Sport tourism together.

We are glad to have you with us at ITB Berlin



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 ON ITB.COM/MEDICALTOURISM AND THE **ITB APP**

PREMIUM PARTNER:



EXHIBITORS MEDICAL & HEALTH TOURISM PAVILION

HALL 26c

booth 300
FIT REISEN
 fitreisen.de

booth 301a
ESPA – EUROPEAN SPAS ASSOCIATION
 europeanspas.eu

booth 301b
Tourism Pavilion
ENSANA HEALTH SPA HOTELS
 ensanahotels.com

booth 301c
EUROPEAN HISTORIC THERMAL TOWNS GREAT SPA TOWNS OF EUROPE
 historicthermaltowns.eu
 greatspatownsofeurope.com

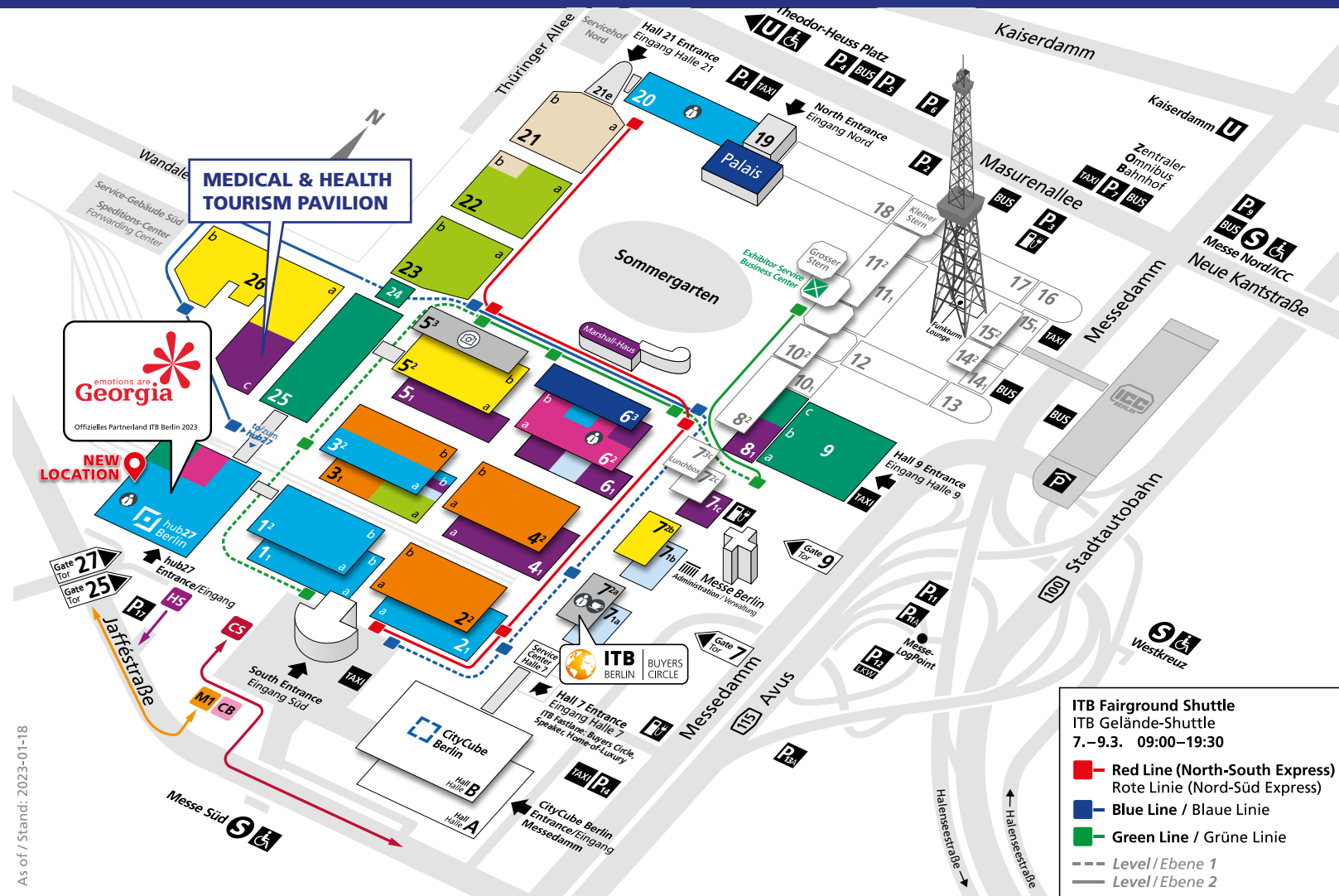
booth 301d
HTI – HEALTH TOURISM INDUSTRY
 hticonference.com

booth 301f
GREMI CLINIC
 dentistiinalbania.com

booth 301h
DÜNYAGÖZ EYE CLINIC
 dunyagoz.com

booth 301i
MEDIJOURN GLOBAL HOLDING
 medijourn.com

booth 301j
THE BATHROBE ADDICTS
 historicthermaltowns.eu
 greatspatownsofeurope.com



EXHIBITORS MEDICAL & HEALTH TOURISM HALL

HALL 26c



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booth 302
MEDIPOL HEALTHCARE GROUP
website

booth 302a
A HOSPITAL
website

booth 303
ELDI HEALTH TOURISM AGENCY
eldihealth.com

booth 304
ACIBADEM HEALTHCARE GROUP
acibadem.com

booth 305
ÇEVRE HOSPITAL
cevrehastanesi.com.tr

booth 306
MEDICAL PARK HOSPITAL GROUP
medicalpark.com.tr

booth 307
**DENGEDENT ORAL AND
DENTAL HEALTH CLINIC**
dengedent.com

booth 308
EGEPOL HOSPITALS
egepol.com.tr

booth 311a
ALFA TIP HOSPITAL
alfainternational.co.uk

booth 311c
**DR. KAPLAN BAHA TEMIZGONUL
(BARIATRIC SURGEON)**
drkaplanbahatemizgonul.com

booth 311f
DEVA DENTAL CLINICS
korfez.devadis.com

booth 311g
FIBO Travel
fibotravel.com

booth 311h
**DENTPRIME HEALTH TOURISM
AGENCY**
dentprime.com

booth 313
**BASKENT UNIVERSTY HEALTHCARE
GROUP**
alanya.baskenthastaneleri.com

booth 313a
**USTTAK HEALTH TOURISM
ASSOCIATION**
usttak.org

booth 314
FANATIC TOUR
fanatictour.net

booth 314a
**HOTELISTAN GLOBAL TRAVEL
SERVICES**
arpanumedical.com

booth 314b
**ALANYA TURKIYE ALANYA
TOURISTIC HOTELIERS ASSOCIATION**
altid.org.tr

booth 315
**ATTELIA ORAL AND DENTAL
HEALTH CENTER**
atteliadental.com

booth 316
TURAN TURAN HEALTH
turanturan.com.tr

booth 316b
MY DENTIST TURKEY
mydentistturkey.com

booth 317
**GLOBAL GMT HEALT TOURISM
AGENCY**
globalmedtr.com

booth 317c
DENTALPROF
ortodontist.com

booth 318
AKAY TOUR TRAVEL AGENCY
akaytour.com

booth 318b
BALCOVA THERMAL HOTEL
balcovathermal.com

booth 318c
**PULPA DENTAL CLINIC
HEALTH TOURISM**
pulpa.com.tr

booth 320
M2 HEALTH TRAVEL AGENCY
m2htc.com

booth 323
EON TOUR TRAVEL AGENCY
eontours.com

booth 325
BEYKENT UNIVERSITY HOSPITAL
ozelbeykenthastanesi.com

booth 326
SANITAS TOURISM
sanitatravel.com.tr

booth 327
ZENIT DENT
zenitdent.com

booth 328
CLINIC TURKEY
clnicturkey.net

booth 330
CLINIC HAIR
clinichair.com

booth 331
Bangkok Hospital
bangkokhospital.com

A STRONG MARKET TAKING OFF TO NEW DIMENSIONS: MEDICAL TOURISM



PROGRAM OVERVIEW

MEDICAL & HEALTH TOURISM ITB BERLIN 2023

MONDAY, 6 MARCH 2023

10.00 – 17.30h ITB CLINIC TOUR HOSPITAL VISITS BERLIN

in cooperation with



Full day site inspection tour for medical buyers and agencies with guided tours and presentations incl. lunch and transfers:

MEOCLINIC

MEDICAL PARK BERLIN HUMBOLDTMÜHLE

More information on
berlin-health-excellence.com

By invitation only!

TUESDAY, 7 MARCH 2023

10.00 – 10.30h
PRESENTATION

PROMISES AND HURDLES OF MEDICAL VALUE TRAVEL INDUSTRY

Shaaz Mehmood, Founder & CEO, Medijourn Solutions PVT Ltd.
medijourn.com

10.30 – 11.00h
PRESENTATION

CONCIERGE HEALTH SERVICE – DIAGNOSTIC TELEMEDICINE FOR THE TOURISM INDUSTRY

Dr. Clara Guerra, Founder & Chairman of the Board of Directors, Medikonsil-International Est.
medikonsil.com

11.00 – 11.30h
PRESENTATION

DENTAL TOURISM: DISCOVER ALBANIA

Anduena Çela, General Director, GREMI CLINIC
dentistiinalbania.com

11.30 – 12.30 h
PANEL DISCUSSION

OPTIMIZATION OF SPA HOTEL OPERATIONS

Martin Plachy, CEO ,Royal Spa, Czech Republic
royalspa.cz

Petra Lelovska, Vice President, Ensana Health Spa Hotel Group
ensanahotels.com

Siyka Katsarova, President, BUBSPA,
bubspa.org

Edgaras Briedys, Sales B2B Sales Director, Egles Sanatorija Lithuania
medicalspsa.lt

moderated by
Csilla Mezösi, Secretary General, European Spas Association

13.00 – 13.45 h
**MEDICAL MEDIA LUNCH
NETWORKING**

sponsored by
welcome remarks by



Thomas Bömkes, Medical Tourism Advisor ITB Berlin, Diversity Tourism GmbH

Patrick Torrent, Executive Director, Catalan Tourist Board – Barcelona Medical Destination

13.45 – 14.00 h
**OFFICIAL OPENING
MEDICAL & HEALTH
TOURISM PAVILION**

welcome remarks by
Rika Jean-Francois, Commissioner of Corporate Social Responsibility ITB Berlin

Thomas Bömkes, Medical Tourism Advisor ITB Berlin, Diversity Tourism GmbH

Opening Guests:
Sandeep Vohra, Director HTI Conference

Simone Zagrodnik, Executive Director, European Historic Thermal Towns Association

Csilla Mezösi, Secretary General, European Spas Association

14.00 – 15.00 h
PANEL DISCUSSION

HEALTH TOURISM – A TRUE 365 PRODUCT FOR MEDITERRANEAN COUNTRIES?

Markos Danas, Secretary General, Hellenic Association of Municipalities with Thermal Springs

thermalsprings.gr
Marta Luque, Tourism and Thermalism Manager, Caldes de Montbui
thermalia.cat

Ivana Kolar, CEO, Julius Rose, 365 Turizam Conference Croatia
turizam365.com

moderated by
Simone Zagrodnik, Executive Director, European Historic Thermal Towns Association

15.00 – 15.30 h
PRESENTATION

INBOUND OR OUTBOUND MEDICAL TOURISM, WHAT TO FOCUS ON AND WHEN AND WHERE

Rajeev Rajan, Chief Business Development Officer, Bumrungrad Hospital Thailand
bumrungard.com

15.30 – 16.30 h
PANEL DISCUSSION

ACHIEVING HOLISTIC WELLBEING THROUGH INTEGRATED HEALTHCARE

Suresh John, Director, Somatheeram
somatheeram.org

Navneet Malhotra, Senior Vice President, Medanta – The Medicity
medanta.org

Abhik Moitra, Director, Healthians
healthians.com

moderated by
Rajeev Rajan, Chief Business Development Officer, Bumrungrad Hospital Thailand
bumrungrad.com

16.30 – 17.00 h
EXPERT INTERVIEW

IMPLEMENTATION OF SUCCESFUL COMMUNICATION OF HEALTH RESORTS – GREEN –

PROGRAM OVERVIEW

MEDICAL & HEALTH TOURISM ITB BERLIN 2023

ACTIVE – HEALTHY

Iztok Altbauer, Managing Director, Slovenian Spas Association
slovenia-spa.si

interviewed by
Csilla Mezösi, Secretary General, European Spas Association

17.00 – 17.30 h
EXPERT INTERVIEW

HEALING POWER OF THE SEA – THALASSO

Marlies Sobczak, CEO, Vita-Con Consultancy, Netherlands,
europeanspas.eu/thalasso-working-group

interviewed by
Csilla Mezösi, Secretary General, European Spas Association

18.00 – 19.30

MEDICAL & HEALTH NETWORKING RECEPTION

presented by



By invitation only!

WEDNESDAY, 8 MARCH 2023

10.00 – 10.30 h
PRESENTATION

THE BATHROBE ADDICTS

Marion Vansingle, European Cooperation Manager, Route des Villes d'Eaux du Massif Central Association
villesdeaux.com

10.30 – 11.00 h
PRESENTATION

ROBOTICS – THE FUTURE IN KNEE JOINT REPLACEMENT

Prof. Dr. med. habil. Ulrich Nöth, MHBA, Director Clinic of Orthopaedics and Trauma Surgery Protestant Forest Hospital Berlin
johannesstift-diakonie.de

11.00 – 12.00 h
PANEL DISCUSSION

THE EUROPE QUESTION – HOW TO ATTRACT THE TRAVELERS FROM EUROPE – WHAT WORKS AND WHAT DOES NOT

Pierre Hollenbeck, Manager & Owner, Esthetic Planet
esthetic-planet.com

Maria Afsar Nazari, CEO & Founder, Maria Cares Sweden
mariacares.se

Akhilesh Gupta, Chief Operating Officer, Motherson Air Travel Agency
mata.motherson.com

moderated by
Ivan Rendulic, Head of EBI – European Buyers Initiative, HTI Conference

12.00 – 12.30 h
PRESENTATION

BARCELONA MEDICAL DESTINATION: HIGH VALUE, HIGH COMPLEXITY

Patrick Torrent, Executive Director, Catalan Tourist Board – Barcelona Medical Destination
barcelonamedicaldestination.com

12.30 – 13.00 h
PRESENTATION

PROMOTING THERMAL TOWNS AS TRANSNATIONAL EUROPEAN PRODUCT

Simone Zagrodnik, Executive Director, European Historic Thermal Towns Association (EHTTA)
historicthermaltowns.eu

13.00 – 14.00 h
PANEL DISCUSSION

STRENGTHENING MEDICAL VALUE TRAVEL THROUGH PARTNERSHIPS

Vinay Agarwal, Founder, Shinon Collaborative Consultancy PVT Ltd.
shinonglobal.com

Ivan Rendulic, Head of EBI – European Buyers Initiative, HTI Conference
hticonference.com

Ishan Dodhiwala, Co-Founder & Director, Medijourn Solutions PVT Ltd.
medijourn.com

moderated by
Dalip Kumar Chopra, President, Foundation of Health and Wellness Promotion

14.00 – 14.30 h
PRESENTATION

NEW CHALLENGES IN THE EVOLVING MEDICAL TOURISM – HOW DYNAMIC POLITICAL AND TECHNOLOGICAL FACTORS ARE SHAPING THE BUSINESS OF MEDICAL TOURISM

Dr. Anna Białk-Wolf, President, Institut of

Research and Development of Medical Tourism, Poland
ibirm.pl/das-institut

14.30 – 15.30 h
PANEL DISCUSSION

NEW PRODUCTS IN HEALTH TOURISM – COMBINING NATURE AND SUSTAINABLE INVESTMENTS

Ivana Kolar, CEO, Julius Rose Business Consulting, Croatia
turizam365.com

Dr. Michael Feld, Sleep Medicine Specialist, Germany
dr-michael-feld.de

Iulianan Tasie, General Manager, Ana Hotels Eforie Nord, Romania
anahotels.ro

Wilhelm Loth, Cure Director Norderney, Germany
norderney.de

Dr. Shubhada Thorat, Naturopath Doctor, Expert Yogic Sciences, Fazlani Nature's Nest Wellness Resort, India
fazlaninnaturesnest.com

moderated by
Csilla Mezösi, Secretary General, European Spas Association

15.30 – 16.00 h
EXPERT INTERVIEW

NUTRITION: FROM ORDINARY TO EXTRAORDINARY OVERFED, BUT UNDERSUPPLIED - HOW TO IMPROVE YOUR PATIENTS' DIET

PROGRAM OVERVIEW

MEDICAL & HEALTH TOURISM ITB BERLIN 2023

Alexandra Friedhoff, Nutrition & Health Coach (LCHF), Germany
alexandrafriedhoff.de

interviewed by
Csilla Mezösi, Secretary General, European Spas Association

16.00 – 16.30 h
EXPERT INTERVIEW

EVOLUTION AND EXPANSION OF ENSANA HOTELS

Frank Halmos, CEO Ensana Health Spa Hotel Group,
ensanahotels.com

interviewed by
Csilla Mezösi, Secretary General, European Spas Association

16.30 – 17.30 h
PANEL DISCUSSION

REBUILDING MEDICAL TOURISM AMID THE PANDEMIC – SHORT TERM WINS AND LONG TERM STRATEGIES

Lana Petrovi, Advisor in Tourism Sector, Croatian Chamber of Economy
hgk.hr

Vinay Agarwal, Founder, Shinon Collaborative Consultancy PVT Ltd.
shinonglobal.com

Ernest Svaži, CEO, Ernest Solutions d.o.o
linkedin.com/company/ernest-solutions-llc

moderated by
Navneet Malhotra, Senior Vice President, Medanta-The Medicity

19.00 – 22.00 h

ITB MEDICAL & HEALTH NIGHT AMANO HOTEL GRAND CENTRAL

ITB MEDICAL & HEALTH DESTINATION AWARD

sponsored by



THURSDAY, 9 MARCH 2023

10.00 – 10.30 h
PRESENTATION

DIGITAL MARKETING AND BUILDING TRUST FOR MEDICAL TRAVEL AND TREATMENT ABROAD

Ivan Rendulic, Head of EBI – European Buyers Initiative, HTI Partners
hticonference.com

Amit Sharma, Founder & CEO. EEXPEDISE HEALTHCARE
eexpedise.com

10.30 – 11.00 h
EXPERT INTERVIEW

GROWING DEMAND FOR MENTAL HEALTH

Thierry Dubois, President, European Spas Association & Terme Saujon
europeanspas.eu

interviewed by
Csilla Mezösi, Secretary General, European Spas Association

11.00 – 11.30 h
EXPERT INTERVIEW

THE CHANCES OF HIGH SECURITY OF SUPPLY AND INDEPENDENCE FROM MARKET FLUCTUATIONS THROUGH RENEWABLE ENERGIES

Christoph Waser, CEO, W&P Engineering
wpeng.de

interviewed by
Csilla Mezösi, Secretary General, European Spas Association

11.30 – 12.00 h
PRESENTATION

THE WORLD'S MOST COMPLICATED WORLD HERITAGE SITE? COMMUNICATING THE GREAT SPA TOWNS OF EUROPE

Catherine Lloyd, Marketing Co-Ordinator, Great Spa Towns of Europe
greatspatownsofeurope.eu

12.00 – 13.00 h
PANEL DISCUSSION

EU CROSS-BORDER HEALTHCARE DIRECTIVE – A SINGLE EUROPEAN HEALTHCARE MARKET

Zdravko Počivalšek, Independent Business & Tourism Expert / Former Vice Prime Minister of the Republic of Slovenia
si.linkedin.com/in/zdravko-poivalsek

Arnis Krasovskis, Founder & CEO,

Medrefund UK
medrefund.co.uk

Dalip Chopra, President FHWP, Foundation of Healthcare and Wellness Promotion
fhwpi.org

moderated by
Abhik Moitra, Director, Healthians

13.00 – 13.30 h
PANEL DISCUSSION

PREVENTION AND WELLBEING – KEY FOCUS AREAS AND STRATEGIES FOR GROWTH

Vinita Rashinkar, BlueBrick PR
bluebrick.in

Csilla Mezösi, Secretary General, European Spas Association

moderated by
Ivana Kolar, CEO & Founder, Turizam 365, Croatia
turizam365.com

13.30 – 14.30 h
PANEL DISCUSSION

INTRA-REGION MEDICAL TOURISM – IS THERE A CASE FOR TARGETING THE SUB-REGION RATHER THAN GOING GLOBAL

Karthik Jeganathan, Director–Europe, Sri Sri Tatva
srisritatvapanshakarma.com

Rajeev Rajan, Chief Business Development Officer, Bumrungrad Hospital Thailand
bumrungrad.com

Dr. Abhay Sinha, Director General, Services Export Promotion Council, India
servicesepc.org

PROGRAM OVERVIEW

MEDICAL & HEALTH TOURISM ITB BERLIN 2023

Lutz Lungwitz, President, German Medical & Wellness Tourism Association, Germany
dmwv.de

moderated by
Navneet Malhotra, Senior Vice President,
Medanta-The Medicity

14.30 – 15.00 h
PRESENTATION

HEAL IN INDIA, HEAL BY INDIA AND HEAL FROM INDIA

Dalip Kumar Chopra, President, Foundation of
Healthcare & Wellness Promotion, India
fhwpi.org

15.00 – 16.15 h
ITB CONVENTION Hall 3.1



UNWTO ROUNDTABLE DISCUSSION: CONNECTING SPORTS TOURISM TO HEALTH

Sports Tourism is one of the fastest growing sectors in tourism. Destinations are increasingly motivated to take advantage of such opportunities to consolidate their profile and position on the tourism market, by adding local imprint to these activities and providing visitors unique experiences. This roundtable organized jointly by UNWTO and ITB Berlin will offer the framework to discuss ways to unlock the synergies between the two fields: sports and health within tourism, and count on the participation of experienced UNWTO Affiliate Members.

welcome remarks by

Ion Vilcu, Director, Affiliate Members
Department, UNWTO

Panelists:
Kristijan Staničić, M.Sc., Director, Croatian
National Tourist Board

Patrick Torrent, Executive Director of the
Catalan Tourism Board

Simone Zagrodnik, Executive Director,
European Historic Thermal Towns Association

Ceylan Şensoy, Product Marketing Director,
Türkiye Tourism Promotion and Development
Agency (TGA)

moderated by
Rika Jean-Francois, Commissioner of ITB
Corporate Social Responsibility, ITB Berlin

16.25 – 17.10 h
ITB CONVENTION Hall 3.1

WOMEN AND MEDICAL VALUE TOURISM

Petra Lelovska, Vice President, Ensana Health
Spa Hotel Group
ensanahotels.com

Vinita Rashinkar, BlueBrick PR
bluebrick.in

Claudia Wagner, Managing Director,
Fit Reisen
fitreisen.de

Rika Jean-Francois, Commissioner of
ITB Corporate Social Responsibility, ITB Berlin
itb.com/medicaltourism

moderated by
Ivana Kolar, CEO & Founder, Tourizam



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ESPA
EUROPEAN SPAS ASSOCIATION

EUROPEAN SPAS AND BALNEOLOGY CONGRESS

4 – 6 October,
Karlovy Vary, Czech Republic

Hot spot of the health & spa industry, where leading industry professionals come together to exchange ideas, share knowledge and network with influential business partners and media representatives.

<https://europeanspas.eu/congress/>



CELEBRATING INNOVATION AND EXCELLENCE IN THE HEALTH & SPA INDUSTRY

<https://europeanspas.eu/espa-innovation-award/>

SPACE
Experience

MEET IN SPAS OF CENTRAL EUROPE

SPA-CE EXPERIENCE 2023

3 – 5 October,
Karlovy Vary, Czech Republic

SPA-CE EXPERIENCE B2B event for Spa and Wellness tourism in Central Europe is promoting natural and thermal Spa resorts and Wellness Centers. It is a boutique and unique platform for networking and discovering the region. We will make you #Curious for Europe #Curious for Spa and #Curious for Culture.

<https://europeanspas.eu/espa-b2b/>

*Immerse yourself
in the spa culture of Europe.....*



*Discover Europe's Historic Towns - an unbeatable combination of
health & wellbeing, heritage & culture, architecture & landscape.*



.....and meet the Bathrobe Addicts!



Medical & Health Pavilion
Hall 26c
Stand 301c & 301j

GREAT
SPA TOWNS
of Europe



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ROUTE OF
HISTORIC
THERMAL
TOWNS

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

