



## European Health Tourism Industry Summit 2026

Brussels, Tuesday, 17th March 2026



Hosted by **Nikolina Brnjac**  
**Member of the European Parliament**  
 Committee on Transport and Tourism (TRAN)  
 Delegation to the Parliamentary Assembly of the Union for the Mediterranean  
 Tourism Task Force

## European Health Tourism Industry Summit 2026

### *The Future of Europe's Health Travel Economy*

**European Parliament, Brussels, Rue Wiertz 60, 1G369**  
 6Q1 hall 10:30-12:30 / JAN 3 Q Le Grand Café Antall 12:30-14:30

HTI convenes European and international stakeholders to examine structural challenges and opportunities in health tourism, cross-border healthcare cooperation and integrated wellbeing-driven economic models.

### 10.30 Opening Session

Integrating Health, Tourism and Mobility into Europe's Wellbeing Economy

*Welcome Notes*

MEP [Nikolina Brnjac](#)

[Ivana Kolar](#) · Director, European HTI Summit

### Opening Remarks

*Setting the European Perspective*

[Apostolos Tzitzikostas](#) · Commissioner for Sustainable Transport and Tourism (DG MOVE)

TBC

*Europe as strong destination of health tourism*

[Eduardo Santander](#) · Executive Director/ CEO at European Travel Commission (ETC)



## 11.00 Keynotes - Structural Shifts in European Health & Travel Systems

High-level perspectives on the role of health tourism in strengthening Europe's resilience and sustainable economic development

*Health Systems Under Pressure: What Role for Cross-Border Healthcare?*

MEP [Tomislav Sokol](#)

*Preventive Health and Spa Medicine as Europe's Untapped Asset*

Assoc.Prof.Dr. [Siyka Katsarova](#) Ph.D. · President, European Spas Association (ESPA)

*Cross-Border Healthcare in Practice - Regulation, Access and Medical Travel*

[Michal Dybowski](#) · President, Healthcare Poland Foundation

## 11.25 European Strategic Dialogue - *Can Europe Become the World's Most Trusted Health Travel Region?*

A strategic discussion on Europe's positioning within the rapidly growing global health, wellbeing and longevity economy, moderated by

István Ujhelyi · UN Ambassador, Former MEP & Political influencer

MEP Zala Tomašič

Victoria Petrova · Senior Expert in Innovation and SMEs, Accessibility and Inclusiveness

European Commission, Directorate General for Mobility and Transport – Unit Tourism

Séverine Philippin · General Manager, Les Thermes de Spa

[Riccardo Mortandello](#) · President, European Historic Thermal Towns Association (EHTTA)

## 12:00 From Regulation to Implementation: Bridging Policy and Market Trend and Realities

Short strategic interventions and suggestions to enable sustainable growth in health tourism and cross-border healthcare

*Europe's Sustainable Tourism Strategy: What It Means for Health Destinations*

MEP [Daniel Attard](#)

*Health Tourism as a Driver of Year-Round Regional Economies*

[Andreja Vukojević](#) · Vice President, HGK/CCE

*Investments in Health Tourism Infrastructure and Experience: From Hospitals to Health Resorts*

[Renata Žugić](#) · Director, Rehabilitation resort Veli Lošinj

*Longevity Medicine: The Next Frontier of Health and Preventive Tourism*

[Lucia Magnani](#) · Founder, Lucia Magnani Health Clinic & Long Life Formula

(transition to JAN 3 Q)



**12:40 Scaling Europe's Health Economy - Investment, Innovation and Partnerships**

Policy and Industry leaders discuss how to scale integrated health tourism models through cross-sector partnerships and destination cooperations

*Health and Wellbeing Tourism - New Opportunities*

MEP [Elena Kountoura](#)

*Health Tourism as a Driver of Regional Development and Investment*

MEP [Andrey Novakov](#)

*European Life Science Strategy*

Assoc.Prof. [Milena Angelova](#) Ph.D. · Rapporteur of the European Economic and Social Committee / Secretary-General of Bulgarian Industrial Capital Association (BICA)

*Integrating Healthcare and Hospitality Without Over-Medicalising Tourism*

Sherif Hassan MD · Healthspan Tourism Architect

**13.00 HTI looking Ahead**

*Research Insights: The Health Impact of Spa Therapy*

[Alina Huseynli](#) · Director, iLab Institute Karlovy Vary

*Making Health Data Actually Useful*

[Jasnoor Kaur](#) · founder & CEO of SoinsAI

*Why younger generations are reshaping health tourism*

[Dijana Domonkoš](#) · Co-Founder, Crew Media

**13:20 Strategic Conclusions - Towards a European Health Tourism Agenda**

Key takeaways and next steps for strengthening cooperation between tourism, healthcare and European institutions

MEP Borja Giménez Larraz

[Ivana Kolar](#) · Director, European HTI Summit

**13.30 Networking Reception & Continuing the Dialogue****14.30 Close of the EHTI Summit**

*HTI, a prominent leader in facilitating EU and global discussions on Health, organises the European Health Tourism Industry Summit that connects government officials, healthcare professionals, and industry leaders to converge and explore: future of cross-border healthcare solutions, international collaborations, cutting-edge technology, and challenges to enhance global health and well-being.*

