

PROGRAMME

HTI HEALTH TOURISM INDUSTRY CONFERENCE, BRUSSELS, 26-27 NOVEMBER 2018

DAY 1 – B2G SESSIONS

Monday, 26 November 2018

European Parliament, Rue Wiertz 60

Event hosted by the Member of the European Parliament Ruža Tomašić

13:00h **Conference Opening & Welcome Notes**

- Ruža Tomašić, Member of the European Parliament (host)
- Anna Athanasopoulou, Head of Tourism, Emerging & Creative Industries, European Commission
- Zdeslav Radovčić, Founder & CEO, HTI Conference (organizer)

13:30h **3rd European Health Tourism Industry Summit: “European Health Tourism Destinations for 2030”**

Introduction:

- Isabella De Monte, Member of the European Parliament

Keynote by Jai Verma, SEO & Global Head B2G, Cigna International – EHTI Summit Partner

14:00h **Roundtable 1: “Is Europe in the healthcare business?”**

Topics: Terminology, Accreditations and Certifications, Institutional Partnerships, Public-Private Partnerships, Cross-Border Healthcare Directive, Promotion, Funding Opportunities

Panellists:

- Representative, ETC - European Travel Commission
- Siyka Katsarova, Vice-President, ESPA - European Spas Association
- Simone Zagrodnik, Executive Council, EHTTA - European Historic Thermal Towns Association
- Ilaria Giannico, Secretary General, UEHP - European Union of Private Hospitals

Chair: Dr Adam Ruzinko, President, Hungarian Health Tourism Association

15:15h **Coffee Break**

15:45h Roundtable 2: "Europe – Destination of Health"

Topics: Governments' Leadership, Integrated European Healthcare Product, Students' and Doctors' Exchange Programs, Workforce, Performance Measurement, Destination Competitiveness

Panellists and presenters:

- Rika Jean-Francois, Commissioner CSR & Head of Partner Country Coordination, ITB Berlin, Germany
- Representative, City of Vienna, Austria (TBC)
- Carlos Abella Picazo, Executive Director, Spaincares, Spain
- Ernest Svažić, Mayor of the Municipality of Krapinske Toplice, Croatia
- Ilpo Tolonen, Chairman of the Board, Medical Tourism Association, Finland

Chair: Emma Gonzalez, Executive Director, Termatalia - International Exhibition of Thermal Tourism, Health and Wellness, Spain

Expected: ministers of tourism of Bulgaria, Slovenia and Macedonia, as well as representatives of other European countries and business associations

17:00h Presentation: HTI Health Tourism City Partner

17:15h **Networking Reception** Hosted by MEP Ruža Tomašić

20:00h **VIP Dinner** Hosted by the Croatian National Tourism Board (venue TBC)

DAY 2 – B2B SESSIONS

[Tuesday, 27 November 2018](#)

Square Brussels Convention Centre, Rue Ravenstein 2

09:00h **Power Breakfast with Buyers**
Presentation by Bagatin Clinic – HTI Power Breakfast Partner

10:00h **B2B Meetings**
Meet Prospective Business Buyers – prearranged meetings with +30 buyers

14:00h **4th EBI – European Buyers Initiative**
Gathering worldwide top industry buyers, including specialized tour-operators, travel agents, facilitators, health insurance companies and industry intermediaries
Welcome note by Municipality of Krapinske Toplice, Croatia & CSEBA – Chinese and Southeast European Business Association – EBI Partner

15:00h **Closing**

