



## Event Details

### ITB Medical Conference Day 1

Date	Time	Location
March 4, 2020	11:00 - 15:00	Hall 21b

**Medical Tourism is a niche travel market that is exploding globally. Industry experts present current trends and developments in this robust sector. What are the business opportunities that the rapidly growing number of clinics, hospitals, health centers, western and eastern alternative health enterprises, and care-focused facilities around the world present for the worldwide travel industry? How can your agency and your customers benefit from these new medical and health choices?**

On Wednesday, the current, global development in the Medical Tourism niche market will be in the focus. Which opportunities and challenges arise for clinics and other Medical Tourism suppliers in the future? What does agencies have to consider about their products and services to take better care of the needs of their patients? And how could tourism media and medical online portals better support the growing Medical Tourism market?

#### Hosted by:

[Dr. Francisco Suarez Sanchez](#)

#### Events

**12:30 - 12:45**

#### Official Opening Of The ITB Medical Tourism Conference

[www.itb-berlin.com/medicaltourism](http://www.itb-berlin.com/medicaltourism)

##### Greeting and Introduction:

[Dipl.-Kfm. Thomas Bömkes](#), Managing Director, LGBT Consultant of ITB Berlin, Germany, Diversity Tourism GmbH  
[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

**12:45 - 13:00**

#### Introducing The Top 10 World's Best Hospitals For Medical Tourists For 2020

- Press announcement of the best hospitals and clinics
- popular trends for medical tourists, with the best care that meets international standards

[www.mtqua.org](http://www.mtqua.org)

##### Moderated by:

[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

##### Tags

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#)

**13:00 - 14:00**

#### Media Lunch

##### Greeting and Introduction:

[Dipl.-Kfm. Thomas Bömkes](#), Managing Director, LGBT Consultant of ITB Berlin, Germany, Diversity Tourism GmbH



**14:00 - 14:30**

## **BOOMING MARKET CHINA. WHAT CHINESE TRAVELERS LOOKING FOR IN EUROPE'S HEALTH MARKET.**

- The general interest of potential Chinese tourists in the holiday activities "Using health offers (self-paying, not cure)", "Using wellness offers" and "Using thalassotherapy offers (e.g. treatments with seawater, algae, sand)" as well as
- The main sociodemographic characteristics of the target groups with an interest in the three holiday activities mentioned above.
- And: In which holiday activities are potential Chinese health tourists also interested in?

**Speaker:**

[Ellen Böhling](#), Managing Partner, Inspektour International GmbH

**Tags**

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Asia](#)

**14:30 - 15:00**

## **PROMOTION OF YOUNG TALENT IN HEALTH TOURISM MANAGEMENT STUDY ON HEALTH AND MEDICAL TOURISM – TH DEGGENDORF**

**Interview guest:**

[Prof. Dr. Marcus Herntrei](#), TH Deggendorf

**Moderated by:**

[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

**Tags**

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Europe](#)

**15:00 - 15:30**

## **WHAT DOES MALAYSIA DO TO COMPETE WITH THEIR REGIONAL COMPETITORS IN MEDICAL TOURISM?**

- Quality of care in resort towns and cities outside of Kuala Lumpur
- Bringing international standards and quality to Malaysia clinics
- Working with travel agencies, facilitators and health care providers

**Interview guest:**

[Sherene Azli](#), chief executive officer, Malaysia healthcare travel council (MHTC)

**Moderated by:**

[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

**Tags**

[Health](#) [Health Tourism](#) [Asia](#) [Medical Travel](#) [Medical Tourism](#)

**15:30 - 16:00**

## **World's Healthcare Marvel - Powered By Malaysia Healthcare Travel Council (Mhtc) -**

**Speaker:**

[Sherene Azli](#), chief executive officer, Malaysia healthcare travel council (MHTC)

**Tags**

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#) [Asia](#)





**16:00 - 16:30**

## How To Meet Foreign Medical Tourist's Expectations

**Speaker:**

[Violetta Yanyshvska](#), MD, MBA, Chairman, President, Ukrainian Association of Medical Tourism, Global Healthcare Travel Council

**Tags**

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#)

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**16:30 - 17:00**

## How Does A Russian Patient Decide To Be Treated Abroad

**Speaker:**

[Natalia Strokovska](#), Owner, DoctorGEO&SPA Agency & Journal

**Tags**

[Health](#) [Health Tourism](#) [Medical Travel](#) [Medical Tourism](#)

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**17:00 - 18:00**

## Medical Networking Reception

Join our exhibitors for relaxed conversations in the Medical Pavilion Lounge

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ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.