

8th Largest European Health Tourism Conference again in Zagreb

This year's edition of the HTI conference with a respectable, long-term reputation is dedicated for those who want to seriously participate in the global health tourism market

Zagreb, February 6, 2018 - The largest European HTI (Health Tourism Industry) conference will gather the world's leading experts in the field of health tourism from 1st – 3rd March at The Westin Hotel in Zagreb.

Over 400 visitors from more than 40 countries are expected to attend the eighth edition of the HTI conference, an integrated conference composed of summits, forums hosted by prestigious European and International associations and sales workshops. Participants will have the opportunity to learn about the current trends and future challenges of this industry, and the conference will, as in previous years, meet its goal and give visitors the opportunity to make contact with the most influential representatives of the public and private sector of health tourism from around the world.

"Health tourism is extremely important for Croatia, it is one of our most prominent products with a long tradition and history and is among the tourist products that will be the focus of promotional activities of the Croatian Tourist Board. It is a global product that is growing at a rate of between 15 and 20 % each year and is an excellent addition to the rest of the tourist offer. Our ultimate goal is for Croatia to be recognized as a renown year-round destination for health tourism.", said Kristijan Staničić, General Manager at Croatian National Tourist Board. He also added that he is looking forward to the response of 50 healthcare buyers and the most important insurance companies that have confirmed their arrival at the B2B "Buy Croatia - Health Tourism" Conference organized by the Croatian National Tourist Board in partnership with the HTI Conference.

In cooperation with the Croatian Chamber of Economy, HTI will organize separate "How to do business with?" destination forums with focus on Russia and other CIS countries, China and the Middle East. It is about large and inadequately used markets that will change the conditions in the global health care market according to all forecasts. The latest partnership with ITB Berlin, one of the world's largest tourism fairs, is an extension of the networking policy of the conference with world industry leaders, organizations and events.

With the support of the prestigious investment fund Princeton Healthcare, the educational part of the conference will be dedicated to various investment opportunities through the use of health tourism funds.

Numerous panels will discuss the crucial factors on which the future of industry depends such as specific marketing tools, workforce, education and certification, changes in health insurance, growing corporate and medical wellness.

The program will additionally spice up a set of key health tourism customers (agencies, intermediaries and insurers) 3. European Buyers Initiative, and in partnership with CIGNA will be organized the 2nd EHTI Leaders' Summit where the senior representatives of state and other public institutions in Europe shall meet with the aim of sharing views and repositioning Europe as a destination of health.

This year's conference is sponsored by the President of the Republic of Croatia Kolinda Grabar-Kitarović with the support of other partners: Zagreb Tourism Board, EHTTA, Medical Tourism Association, ILHA, Deloitte, Bagatin Clinic, Akromion Special Hospital for Orthopaedic Surgery, Energy Clinic, M + Agency and Mercedes.

To apply for the Conference visit the link: <http://www.hticonference.com/register>

For more information, please contact:

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