



'The leading platform for health tourism industry business with Europe'

PROGRAMME

HTI HEALTH TOURISM INDUSTRY CONFERENCE, TEL AVIV, 12-13 FEBRUARY 2019

DAY 1

Tuesday, 12 February 2019

IMTM TEL AVIV EXPO CENTRE, 1st FLOOR, HALL K

15:00 h **CONFERENCE OPENING & WELCOME NOTES**

- Lior Gelfand, President, IMTM, Israel
- Zdeslav Radovcic, Founder & CEO, HTI Conference, Belgium

15:15 h **PANEL 1 (50') Health destination management: Ability of a region to offer health services to meet the quality standards at competitive prices.**

Moderated by Ernest Svazic, Mayor of Krapinske Toplice, Spa city, Croatia

- Berj K. Apkarian, Vice President, Physicians and International Health Relations, CMC, USA
- Ilaria Giannico, Secretary General, UEHP - European Union of Private Hospitals, Belgium
- Anna Moshe, Chair, Israel-Russia Chamber of Commerce, and Senior Partner, Pearl Cohen, Israel

Q&A

16:15 h **PANEL 2 (50') How health tourism is increasing travel agents' opportunities?**

Moderated by Irena Rapoport, Regional Manager, HTI Conference, Israel / Russia

- Dr. Ali M. Fayed, Medical Director of International Patient Services, CMC, USA
- Dr. Zilin Wang, Physician CEO, W.M.D Heart Care, Agape Medical Tourism Center, USA / China
- Nurit Agiv, Head of Int. Unit for Continuing Medical Education, Assuta Medical Centers, Israel
- Dr. Hagay Amir, Head of Orthopaedic Rehabilitation, Loewenstein Hospital, Israel

Q&A

17:15 h **PANEL 3 (50') Market positioning challenges: Thermal spa versus wellness**

Moderated by Marina Matijevic, Director of Sales & Marketing, Energy Clinic, EU

- Hanny Sobol, CEO, Israel Association of Travel Agencies and Consultants, Israel
- Csilla Mezosi, Secretary General, ESPA - European Spa Association, Belgium
- Laura Putnam, CEO & Founder, Motion Infusion, and Author 'Workplace Wellness that Works', USA

Q&A

SPONSORS:



DAY 2

Wednesday, 13 February 2019

IMTM TEL AVIV EXPO CENTRE, 1st FLOOR, HALL K

HTI WORKSHOP SERIAL

10:00 h

WORKSHOP 1

The EU: A crossroad of opportunities and threats for health tourism

For those who already are or planning to start EU health tourism business Mr. Paulo Moreira will give an overview based on newest scientific researches

Paulo Moreira, Editor-in-Chief, International Journal of Healthcare Management, UK

Ernest Svazic, Mayor of Krapinske Toplice, Spa city, Croatia

Zdeslav Radovic, Founder & CEO, HTI Conference, Belgium

Alin Shichman, Director of the International Department, Herzliya Medical Center, Israel

11:00 h

WORKSHOP 2

The advantages of health tourism business with Russia and CIS?

The workshop will address ideas and concepts, and teach some skills related to lucrative Russian and CIS countries market.

Svetlana Palevskaya, Director, International Medical School, Russia

Inna Dashchenko, Vice President, IAPMT - Int. Assoc. of Physicians in Med. Tourism, Ukraine

Irena Rapoport, Regional Manager, HTI Conference, Israel / Russia

Yair Itzhar, Marketing and PR, Sheba International Division, Israel

12:00 h

WORKSHOP 3

How to grow your health tourism business with China?

This workshop will give perspectives on China outbound health tourism focusing on Chinese associations, buyers, and tour operators.

Dr. Zilin Wang, Physician CEO, W.M.D Heart Care, Agape Medical Tourism Center, USA / China

Dr. Uzair Chaudhary, Medical Director for Cancer Center, Community Medical Centers, USA

13:00 h

WORKSHOP 4

Wellness: A golden opportunity for travel agents!

The workshop is designed to teach participants how to become recognized and certified wellness agents.

Hanny Sobol, CEO, Israel Ass. of Travel Agencies and Consultants, Israel

Irena Rapoport, Regional Manager, HTI Conference, Israel / Russia

Marina Matijevic, Sales and Marketing Director, Energy Clinic Spa Chain, EU

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