

HEALTHCARE TRAVEL EXHIBITION AND CONGRESS CONNECTING HEALTH & TOURISM WORLDS



Healthcare providers as well as travel agents get ready for this year's Healthcare Travel Exhibition and Congress taking place in Dubai between 15th and 17th November.

Directly addressing the globalisation of healthcare, Healthcare Travel Exhibition and Congress caters for a growing, specialist market and covers two very large industries: Health and Travel & Tourism. Those with a vested interest may range from individual patients and consumers to governments and large corporate companies across a broad sector of industries including medical, insurance, leisure and travel. The event is mutually beneficial for all those attending particularly as the conferences provide a very useful platform from which delegates and attendees can learn, network, discuss current topics and build alliances.

WHO EXHIBITS?

As a global event there are a number of countries being represented at the show covering Asia, Europe and the Middle East, and they range from industries such as tourism boards and travel agents, airlines, leisure companies, health authorities, medical groups, hospitals and travel insurance.

WHO VISITS?

Healthcare professionals, providers of healthcare and representatives from hospitals, clinics, wellness centres and pharmaceutical companies, as well as travel insurance companies, hotels, tourism and travel agents, leisure and spa companies. In summary, both medical and travel interests.

WHY WE RUN THE EVENT

We run the event for several different reasons. It provides a platform for healthcare professionals to come together and discuss important and relevant industry changes. Positive feedback from last year's event showed a mutual appreciation from a variety of individual and industry backgrounds and proved beneficial for different parties seeking to build relationships and establish cross-border alliances. Under the current climate, people seeking cheaper healthcare treatment is a big market to tap into.

THE CONFERENCE The three-day conference will highlight many of the operational, medical, and cultural issues being faced by providers and facilitators alike. Conference speakers are well-known healthcare travel professionals, presenting and hosting discussion panels and workshops, where delegates can find out how other highly successful facilitators, travel companies and healthcare providers work together to tackle them.

The Healthcare Travel Exhibition and Congress 2009, which is supported by Dubai and Abu Dhabi Ministries of Health and the Dubai Health Authority, will be host to hundreds of healthcare professionals in search of the latest developments, new products and services and looking to keep abreast of this ever-changing and competitive market.

Date: 2009-08-17

Article link:

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