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MEDICAL & HEALTH TOURISM PAVILION

4 – 6 MARCH 2025

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MEDICAL & HEALTH TOURISM PAVILION HALL 4.1

4 – 6 March 2025

EXHIBITORS

BOOTH 108

OFM HOSPITAL & ANTISYAMED

ofmhospital.com; antisyamed.com

BOOTH 109

DEUTSCHE KLINIK ALLIANZ

dk-allianz.de

BOOTH 110

HEALTH TOURISM CROATIA

hgk.com

BOOTH 111

EUROPEAN HISTORIC THERMAL TOWNS
ASSOCIATION (EHTTA)

historicthermaltowns.eu

BOOTH 116

HEALTH TOURISM INDUSTRY (HTI)

hticonference.com

BOOTH 116A

EUROPEAN SPAS ASSOCIATION (ESPA)

europeanspas.eu

BOOTH 118

SYEDRA HEALTH SERVICES

syedramedical.com

BOOTH 118A

QUALITY PREMIUM DENTAL CLINIC

qualitypremium.dental

BOOTH 118B / 118C

ARA MEDICAL POLYCLINIC

aramedikal.com

BOOTH 119

JENEVA AESTHETICS & WELL BEING

jeneva.com.tr

BOOTH 120

UZMANLAR ALANYA PRIVATE ORAL &
DENTAL HEALTH CLINIC

mydentistturkey.com

BOOTH 121

M2 HTC HEALTH TRAVEL CONSULTING

m2.com.tr

BOOTH 123

MEMORIAL HOSPITALS GROUP

memorialhospitalgroup.com

MEDICAL & HEALTH TOURISM PAVILION EDUCATIONAL HUB PROGRAM

TUESDAY, 4 MARCH 2025

11:15 – 12:15

PANEL DISCUSSION

SUSTAINABLE HEALTH TOURISM

PANELISTS

Csilla Mezösi, Secretary General, European Spas Association,
europeanspas.com

Tine Murn, Director and Co-Founder, New Deal Europe,
newdealeurope.com

Lana Petrović Blajić, Advisor within Tourism Sector,
Croatian Chamber of Economy, hgk.hr

Simone Zagrodnik, Executive Director, European Historic
Thermal Towns EHTTA, historicthermaltowns.eu

moderated by

Ivana Kolar, CEO, Julius Rose Business Consulting /
EHTI Summit Director, turizam365.com



MEDICAL & HEALTH TOURISM PAVILION

ITB BERLIN 2025

4 – 6 March 2025

12:15 – 12:30

OFFICIAL OPENING

ITB MEDICAL & HEALTH TOURISM PAVILION

welcome remarks by

Thomas Bömkes, Medical & Health Tourism Advisor ITB Berlin,
Diversity Tourism GmbH, itb.com/medicaltourism

12:30 – 13:30

MEDICAL MEDIA NETWORKING RECEPTION

supported by



13:30 – 14:00

PRESENTATION

AYURVEDA TODAY: RELEVANCE, BENEFITS AND INNOVATIONS

presented by

Benny Thomas, Publisher & Editor, Ayurveda & Health Tourism Magazine, India, ayurvedamagazine.org

14:00 – 15:00

PRESENTATION

BULGARIA IS REDEFINING ITS IMAGE AS A DESTINATION FOR AFFORDABLE LUXURY, FOCUSING ON SPA TREATMENTS AND NATURAL BEAUTY

Mr. Miroslav Borshosh, Minister Tourism Republic Bulgaria,
tourism.government.bg

Dr. Siyka Katsarova, President Bulgarian Spas and Balneology Association, bubspa.org

moderated by

Csilla Mezösi, Secretary General, European Spas Association,
europeanspas.eu

15:00 – 15:30

PRESENTATION

BARCELONA MEDICAL DESTINATION, TOP-TIER MEDICAL CARE

presented by

Patrick Torrent, Executive Director, Catalan Tourist Board – Barcelona Medical Destination, barcelonamedicaldestination.com

15:30 – 16:00

PRESENTATION

SMART SCHEDULING: HOW ONLINE BOOKING IS RESHAPING MEDICAL APPOINTMENTS

presented by

Mariaantonieta Princivalle, CEO & Founder, BookingsMed,
bookingsmed.com

Florin Iosif, PR & Communication, BookingsMed,
bookingsmed.com

16:00 – 16:30

PRESENTATION

ODER REGION HEALTH – CROSS-BORDER COOPERATION IN HEALTH TOURISM

presented by

Doreen Chung, Project Manager Market Management, visitBerlin,
oder-region-health.eu

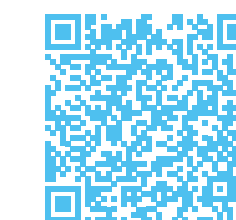
17:00 – 19:00

ITB MEDICAL & HEALTH NETWORKING RECEPTION

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Please register here!



WEDNESDAY, 5 MARCH 2025

10:00 – 11:00

PANEL DISCUSSION

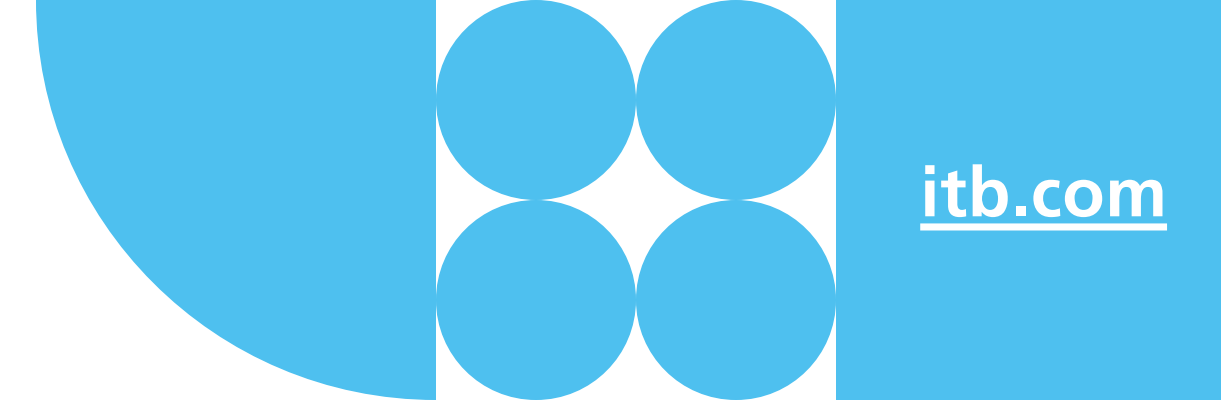
HEALTH TOURISM MANAGEMENT: HOW TO MEET THE NEEDS OF GEN Z AS TRAVELERS & EMPLOYEES



MEDICAL & HEALTH TOURISM PAVILION

ITB BERLIN 2025

4 – 6 March 2025



KEY NOTE

Anke-Andrea Sponer, International Competence Center Health Tourism, Deggendorf Institute of Technology, th-deg.de

PANELISTS

Csilla Mezösi, Secretary General, European Spas Association, europeanspas.eu

Oluwamodupe Oduyoye, Research Associate, Deggendorf Institute of Technology, th-deg.de

Vy Hoang, Student Master International Tourism Management, Deggendorf Institute of Technology, th-deg.de

Iztok Altbauer, CEO Slovenian Spas Association, ssnz.si

Vincent Beckmann, International Account Manager, Outdooractive AG, business.outdooractive.com

moderated by

Anke-Andrea Sponer, International Competence Center Health Tourism, Deggendorf Institute of Technology, th-deg.de

11:00 – 11:30

EXPERT TALK

DÜSSELDORF - THE EMERGING MEDICAL TOURISM HUB IN EUROPE FROM THE LOCAL MUNICIPALITY PERSPECTIVE

EXPERT

Dimitri Belov, Head of Health Marketing / Manager EMEA & Asia, Visit Düsseldorf, duesseldorf-health.de

moderated by

Maria Afsar Nazari, MariaCares Sweden AB, mariacares.se

11:30 – 12:00

PRESENTATION

MEDICAL TOURISM – THE NEW GLOBAL HOSPITALITY NEED

presented by

Prof. Diana Cuevas, President, World Council for Medical Tourism, worldcouncilformedicaltourism.org

12:00 – 13:00

PANEL DISCUSSION

DEMOGRAPHIC CHANGES – NEW CONCEPTS IN HEALTH TOURISM AND LONGEVITY, THE ROLE OF PROMOTING HEALTH TOURISM, THERMAL SPRINGS AND CLIMATE RESORTS

PANELISTS

Albert Zinevic, Sales Director, Egle Medical Spa; Member of the National Association of Rehabilitation Centers and Medical Spas of Lithuania, sanatorija.lt

Martin Plachy, CEO, Royal Spa Hotel, Czech Republic, royalspa.cz

Frank Halmos, Ensana Health Spa hotels, EU, ensanahotels.com

moderated by

Csilla Mezösi, Secretary General, European Spas Association, europeanspas.eu

13:00 – 14:00

PANEL DISCUSSION

OUTLOOK INTO THE FUTURE OF HEALTH & MEDICAL TOURISM IN EUROPE

PANELISTS

Maria Afsar Nazari, EHMTA General Secretary, MariaCares Sweden AB, mariacares.se

Christian Fadi El-Khoury, EHMTA Vice-President, ehmta.eu

moderated by

Pierre Hollenbeck, EHMTA Treasurer, ehmta.eu

14:00 – 14:30

PRESENTATION

ESTABLISHMENT OF EHMTA – EUROPEAN HEALTH AND MEDICAL TOURISM ASSOCIATION

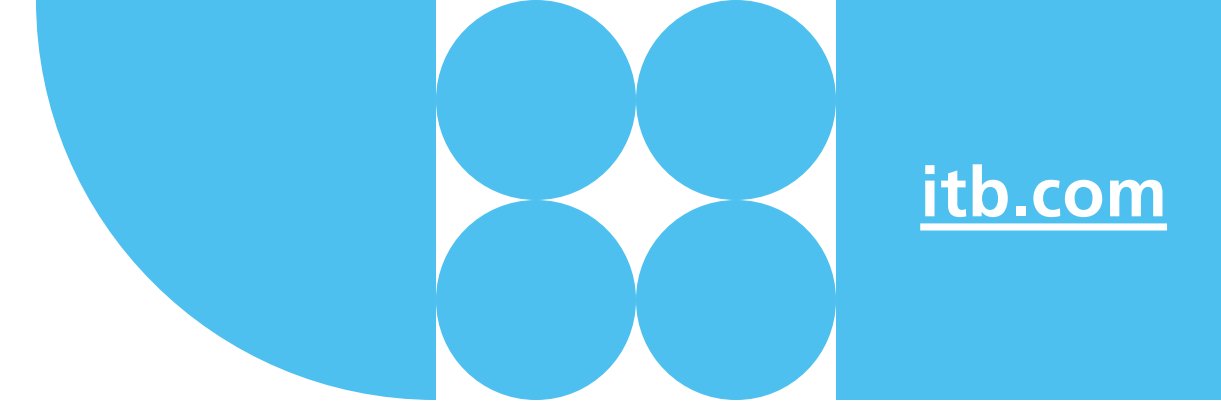
presented by

Pierre Hollenbeck, EHMTA Treasurer, ehmta.eu

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14:30 – 15:00

PRESENTATION

NEW PRIORITIES OF THE NEW TRAN COMMITTEE

presented by

Daniel Attard, MEP, European Parliament,
[linkedin.com/in/attila-benedek-16966361/](https://www.linkedin.com/in/attila-benedek-16966361/)

15:00 – 16:00

PANEL DISCUSSION

THERMAL DESTINATIONS FACING CLIMATE CHANGE: HOW EUROPEAN PROJECTS FACILITATE COLLABORATION

PANELISTS

Riccardo Mortandello, Mayor of Montegrotto Terme,
[visitabanomontegrotto.org](https://www.visitabanomontegrotto.org)

Isidre Pineda, Mayor, Caldes de Montbui,
www.caldesdemontbui.cat

Marta Lima, EHTTA & GreenSPAS Project Communications
Manager, [interregeurope.eu/greenspas](https://www.interregeurope.eu/greenspas)

moderated by

Simone Zagrodnik, Executive Director, European Historic
Thermal Towns EHTTA, [historicthermaltowns.eu](https://www.historicthermaltowns.eu)

16:00 – 17:00

PANEL DISCUSSION

THE HEALTHY WATER INITIATIVE:

HIGHLIGHTING THE BENEFITS OF DRINKING CURES AND POSITIVE EFFECTS OF NATURAL REMEDIES

PANELISTS

Iztok Altbauer, CEO Slovenian Spas Association, [ssnz.si](https://www.ssnz.si)

Iuliana Tasie, Vice-President of the Romanian Spa Operators,
[optbr.ro](https://www.optbr.ro)

Hans-Jürgen Kütbach, European Affairs, German Medical Spas
Association, [deutscher-heilbaederverband.de](https://www.deutscher-heilbaederverband.de)

Alina Huseynli, Director, Institute of Spa and Balneology,
Czechia, [i-lab.cz](https://www.i-lab.cz)

moderated by

Csilla Mezösi, Secretary General, European Spas Association,
[europeanspas.eu](https://www.europeanspas.eu)

19:00 – 22:00

ITB MEDICAL & HEALTH NIGHT

presenting the

ITB MEDICAL & HEALTH TOURISM AWARD 2025

sponsored by



By invitation only!

THURSDAY, 6 MARCH 2024

10:30 – 11:30

PRESENTATION

DISCOVER EUROPE'S SPA CULTURE: THERMAL WATER TASTING & MUD TESTING

presented by

Montegrotto Terme, Italy, [visitabanomontegrotto.org](https://www.visitabanomontegrotto.org)

Caldes de Montbui, Spain, [caldesdemontbui.cat](https://www.caldesdemontbui.cat)

11:55 – 12:30

ITB BERLIN CONVENTION

HALL 7.1b BLUE STAGE

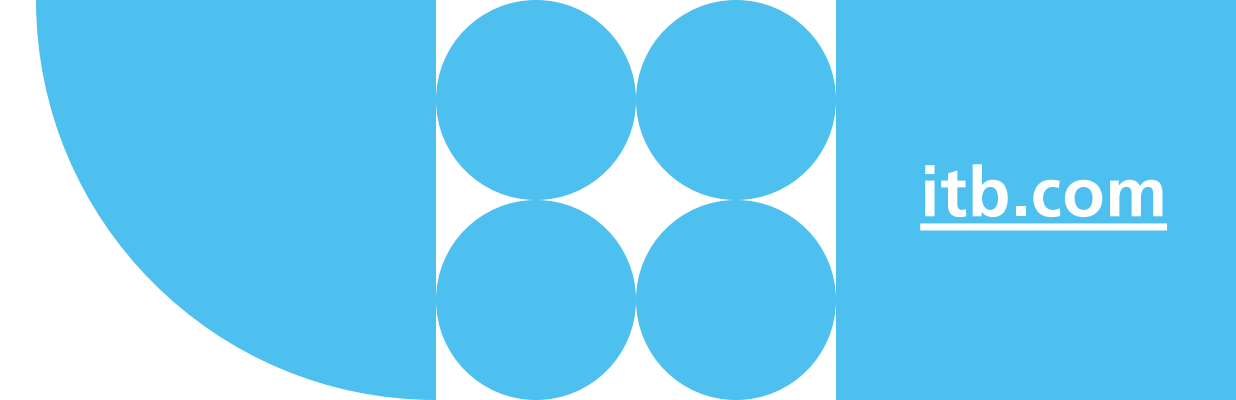
BODY AND MIND – TRANSFORMATIVE HOSPITALITY

From Medical to Transforming Hospitality – Opportunities and Challenges. Join us for an inspiring session exploring the transformative power of hospitality in the realms of medical, health, and total wellbeing. Through a dynamic panel discussion we'll dive deep into innovative practices and thought-provoking ideas shaping the future of hospitality. Groundbreaking hospitality concepts that have successfully integrated into the ecosystem of medical and wellbeing-focused destinations will be brought to the stage: success formulas and the unique factors that set them apart. This session promises to take the audience on a captivating journey across the spectrum of 'body and mind,' highlighting the immense opportunities this evolving landscape holds for the hospitality industry.

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PANELISTS

Dr. Prem Jagyasi, MD & CEO, Dr.Prem and Associates, India
DrPrem.com

Tinolla Rodgers, Owner & Managing Director, African Monarch Lodges, africanmonarchlodges.com

moderated by

Thomas Bömkes, ITB Medical & Health Tourism Advisor, Diversity Tourism GmbH, itb.com/medicaltourism

Valentina Clergue, Assistant Professor, EHL Campus Lausanne

13:00 – 13:30

PRESENTATION

THERMAL DESTINATIONS: IMMERSE YOURSELF IN THE SPA CULTURE OF EUROPE

presented by

Simone Zagrodnik, Executive Director, European Historic Thermal Towns EHTTA, historicthermaltowns.eu

13:30 – 14:30

PANEL DISCUSSION

EHTTA: TRENDS IN MEDICAL WELLNESS TOURISM

PANELISTS

Claudia Wagner, Managing Director, FIT Reisen, fitreisen.de

László Puczkó, Senior Health Spa Advisor, ensanahotels.com

moderated by

Simone Zagrodnik, Executive Director, European Historic Thermal Towns EHTTA, historicthermaltowns.eu

14:30 – 15:00

PRESENTATION

AI AND BEYOND: CRAFTING A PATIENT-CENTRIC PROGRESSIVE MEDICAL TOURISM

presented by

Dr. Prem Jagyasi, MD & CEO, Dr.Prem and Associates, DrPrem.com

15:00 – 16:00

PANEL DISCUSSION

HEALTH TOURISM 2.0: HOW TECHNOLOGY IS TRANSFORMING THE WAY WE TRAVEL FOR HEALTHCARE

PANELISTS

Dr. Prem Jagyasi, MD & CEO, Dr.Prem and Associates, DrPrem.com

Zdravko Počivalšek, Business & Tourism Expert / Former-Vice Prime Minister of Republic of Slovenia

Robert Dee, Cofounder, New Deal Europe, newdealeurope.com

Maria Afsar Nazari, MariaCares Sweden AB, mariacares.se

moderated by

Ivana Kolar, CEO, Julius Rose Business Consulting / EHTI Summit Director, turizam365.com