

# ABOUT CONGRESS

Today, the entire world is in search for new alternatives which will enable to lower the costs of health services. International patient movements for economical and better quality of health services have increased over recent years. Furthermore, the advanced countries in the tourism sector are in search for alternative ways of expanding their tourism activities over a 12 month period.

Turkey needs to extend its tourism activities over a 12 month period and also improve its health tourism sector. Over the past few years, the health institutions, spa resorts in our country has advanced and increased in number. Almost all of our institutions and facilities are of international standards and quality.

However; despite all these tourism potentials in our country, advertisement and marketing abroad has not been done thoroughly. Until now, organizations to bring all the parties in health tourism together on a wide scale have not been organized.

The 1st International Health Tourism Congress and Exhibition to be held on 14-17 March 2007 shall bring both national and international participants together and constitute a basis for comprehensive discussions pertaining to the current situation and future of health tourism. In this regard, the Congress will be a significant start in bringing the sectors together.

During the congress, Medical Tourism will be discussed on the 1st day, and then on the second day we will discuss Spa Tourism. On the third day, Elderly Tourism will be analyzed.

In addition, both on the 2nd and 3rd days a number of panels on specific issues will be held. Last but not least, there would be a very wide exhibition area near the congress hall, where health tourism institutions and related parties open their stands and advertise their products/services.

We cordially welcome all the hospitals, private clinics, spa establishments, insurers and tourism agencies to our Congress.

Best regards

**Congress Chairman**

