

Dear Guests,

“World Health & 3rd Age Tourism Congress” will be held at Kaya Thermal & Convention Hotel / Izmir on 19 – 23 April 2013. First of it's own, the congress will host all international healthcare and tourism service providers, public institutes, academic world, NGOs, related private sector, investors and enterprises.

Medical Tourism means people travelling to another country to deliver medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own country and/or with a more cost-effective way. Medical tourism tends to be a promise for the future of healthcare. Given the challenges that most countries and global industries are facing with the economic crisis, medical tourism is more important than ever before, creating more economically viable healthcare solutions.

Third Age Tourism is a new era for elders who have time and money to spend but those who have to deal also with their health conditions. Average lifetime prolonges in almost every country and creating holiday places that those age of people can visit safely is getting more and more important. Health cities, wellness centers is going to be very popular at near future. Refreshment, alongside culture and belief tourism will be a reason for elders to get better while their visits.

Thermal Tourism covers also a huge potential for countries that try to attract more tourists. Supported with modern spa centers, cure parks, cure centers and luxurious accomodation choices, water keeps to be a promise for healing.

Why Izmir? Izmir embodies everything a health city stands for: an integrated approach that incorporates health and sports for well-being, centuries of healthy Mediterranean lifestyle and newly developing healthcare and biomedical centers. In Herodotus's words, Izmir is known as the metropolis with “the most beautiful sky and best climate in the world.” Izmir takes full advantage of its vast water, wind and solar resources to produce green and renewable energy, thereby preserving its environment and healthy lifestyle.

Theme of the congress is defined as; International policies, globalization and accreditation in healthcare, investment areas, global collaboration, technology, ICT, and how to use social media in health and third age tourism.

Our aim is to speed the accelaration on international collaboration and globalization of healthcare. We will hit the target by gathering all stake holders together and establishing a promising platform for improving the sector and providing new opportunities for investors. International speakers of the Congress will focus on current conditions, issues and solutions to give a wide perspective for the audience.

As well as having a chance to listen and interact with key thought leaders and decision makers; sponsors and attendees will be networking with the key industry players; Health insurance companies, Medical Tourism Facilitators, Governments, Top Hospitals and Healthcare Providers from around the world. Alongside well-known important speakers, the congress will be enriched with Health tourism focused courses, satellite symposiums, round-table meetings and technological applications.

We kindly invite and look forward to see all academic people, government institutes, NGOs, administrators and employees of health and tourism sectors.

Hope to meet you at Turkey; habitat of different cultures and religions down the ages and the intersect of continents !

With our warmest regards,



TOPICS of CONGRESS

HEALTH TOURISM

MEDICAL TOURISM

THERMAL TOURISM

THIRD AGE TOURISM

TOURISM IN ALTERNATIVE MEDICINE

INNOVATION

TECNOLOGY

ENTERPRENEURS & INVESTORS

GLOBALIZATION & ACCREDITATION at HEALTH CARE

PAYORS & INSUARENCE COMPANIES

COMMUNICATION & SOCIAL MEDIA

WELLNESS & HEALTH VILLAGES

HEALTH OPEN FREE ZONES

HUMAN RESOURCES & EDUCATION