



**MANILA**

PHILIPPINES



3<sup>rd</sup> Edition

INTERNATIONAL

**HEALTH & WELLNESS**

TOURISM CONGRESS

May 18<sup>th</sup> & 19<sup>th</sup>, 2026 | Edsa Shangri-La, Manila



# THE INTERNATIONAL HEALTH & WELLNESS TOURISM CONGRESS

is an exclusive platform that brings together global leaders in healthcare, wellness, and medical travel with pre-qualified decision-makers in an environment designed for collaboration and results.

Hosted in the Philippines, this prestigious event highlights the country's growing prominence as a global health and wellness tourism hub, offering world-class medical expertise, cutting-edge treatments, and rejuvenating wellness retreats in a tropical paradise. With its renowned hospitality, advanced healthcare infrastructure, and cost-effective medical solutions, the Philippines presents a compelling destination for international patients seeking high-quality care and holistic well-being.

## Our mission is clear:

- Facilitate impactful connections between **global healthcare providers and high-value international buyers.**
- Showcase the Philippines as a premier destination for **medical, wellness, and integrative healthcare solutions.**
- Drive innovation and collaboration in the **evolving landscape** of cross-border **healthcare and wellness tourism.**

*As global demand for accessible, high-quality medical and wellness services continues to grow, the International Health & Wellness Tourism Congress serves as the ultimate hub for strategic partnerships, industry insights, and transformative solutions that will shape the future of health and wellness tourism worldwide.*

“

To all the esteemed delegates from the medical travel and wellness sectors from here and around the world, in behalf of the Department of Tourism, my heartfelt gratitude for making the 2nd International Health and Wellness Tourism Congress a resounding success! Your presence was a testament to our shared dedication to promoting health and wellness tourism globally.

This Congress has underscored the Philippines' unique offerings as a health and wellness destination - combining world-class healthcare with our cherished values of care and compassion. The theme "Aruga" encapsulates the Filipino spirit of nurturing, which makes our country an ideal place for holistic wellness experiences.

We are most grateful for the support of President Ferdinand Marcos Jr., First Lady Louise Araneta Marcos, and our valued partners who have helped elevate our nation's position as a premiere destination for health and wellness tourism.

As we move forward, let us continue to work together to foster a healthier, more sustainable future for travelers worldwide.

Thank you once again, and may your time in the Philippines be filled with memorable experiences and new reasons to Love the Philippines!

”



**Ma. Esperanza Christina  
Garcia Frasco**

Tourism Secretary  
*Philippine Department of Tourism*

# THE PHILIPPINES:

## A Global Leader in Medical & Wellness Tourism

 In 2023, **the Philippines' medical tourism market** was valued at US\$1.35 billion and is projected to reach **US\$4.63 billion** by 2032, exhibiting a compound annual growth rate (CAGR) of 13.50% during this period.

 Annually, the Philippines welcomes approximately 500,000 health and wellness tourists, drawn by its advanced medical facilities and the compassionate care provided by its healthcare professionals.

 The country currently **ranks 24<sup>th</sup> out of 46 global** medical tourism destinations, reflecting its growing reputation in the sector.

 Each year, **millions of patients travel internationally to seek medical care**, driven by factors such as cost-effective treatments, access to advanced medical technologies, and reduced waiting times, **making the Philippines a preferred go to destination.**

# OUTCOME OF THE SECOND EDITION

**400+**

Total attendees

**30+**

Sponsors

**90+**

International buyers

**30+**

Speakers

**600+**

One-one-one meetings

Generated **\$35 million+** in business  
for solution providers in the Philippines

Attendees visited from more  
than **80 countries**

# WHAT'S NEW THIS EDITION

*Extended focus on investments  
in tourism infrastructure*

**130+** International buyers

**25+** international investors in  
tourism, healthcare, and hospitality

Combined spending budget  
of **\$5 billion**

ATTENDEES VISITING FROM MORE THAN **100 COUNTRIES**



## BRIDGING CONTINENTS:

The Philippines as a Premier Medical & Wellness Tourism Hub

*The Philippines is rapidly emerging as a premier destination for medical and wellness tourism, attracting patients from around the world, including the high-spending Gulf Cooperation Council (GCC) market. With its world-class healthcare facilities, internationally trained medical professionals, and cost-effective treatments, the country presents unparalleled opportunities for both patients and global healthcare providers.*

# The Philippines as a Premier Medical & Wellness Tourism Hub

**High-Spending Medical Travelers:** Outbound medical tourists from the GCC, North America, and Europe seek premium healthcare abroad, often spending between \$15,000 and \$50,000 per treatment, making them some of the most valuable patients in the global market.

**Rising Demand for Specialized Treatments:** The global medical tourism market is expected to grow from \$47 billion in 2024 to \$137.71 billion by 2032, with increasing demand for procedures such as oncology, cardiology, orthopedics, and regenerative medicine.

**Strategic Opportunity for the Philippines:** The Philippines' medical tourism sector reached \$1.35 billion in 2023 and is projected to expand at a CAGR of 13.50%, reaching \$4.63 billion by 2032, making it one of the fastest-growing healthcare destinations.

**A Diverse and Expanding Market:** While the GCC countries (Saudi Arabia, Kuwait, and the UAE) remain key outbound markets, the Philippines is also attracting patients from Asia-Pacific, North America, and Europe, reinforcing its position as a global medical hub.

**Driving Global Healthcare Innovation:** With the increasing movement of medical tourists worldwide, destinations like the Philippines, Thailand, and India are at the forefront of affordable, high-quality, and patient-centric healthcare solutions that cater to a growing international demand.

# GLOBAL & GCC MEDICAL TOURISM:

## Market Insights & Trends

-  The global medical tourism market was valued at **USD 24.14 billion in 2023** and is projected to reach **USD 137.71 billion by 2032**, with a **CAGR of 21.4%** during the forecast period.
-  The industry is expanding at an estimated rate of **15-25% annually**, reflecting the increasing number of patients seeking medical care across borders.
-  Patients from the Middle East and Africa (MEA) region contribute approximately **USD 30 billion annually to the global medical tourism market**, representing 30% of global spending.
-  The GCC outbound tourism market was valued at approximately **USD 75.89 billion in 2024** and is projected to reach **USD 127.55 billion by 2031**, exhibiting a compound annual growth rate (CAGR) of 7.8% during the forecast period.
-  On average, GCC patients spend between **\$15,000 to \$50,000 per treatment**, making them some of the highest-value medical tourists globally.
-  Patients from GCC countries, including Saudi Arabia, the United Arab Emirates (UAE), and Kuwait, collectively spend over **USD 2 billion annually** on medical treatments abroad.

# WHAT MAKES THE IHWTC DIFFERENT?

100 Corporate Buyers with a combined budget of over **\$5 Billion Dollars.**

Qualified decision makers, from the Government and Private Sectors (Ministries of Health, Ministries of Defense, Ministries of Oil, Ministries of Interior, Insurance Companies, Specialized Medical Travel Agencies, Large Corporations, etc) will meet with you to learn about your services and how can you help them in terms of providing quality medical, health, and wellbeing tourism solutions.

THIS IS NOT  
A CONFERENCE  
NOR AN EXHIBITION.

## **This is a Sales-Driven Platform**

The entire event is focused on pre-arranged meetings between Providers of Medical, Health, and Wellness Solutions and Qualified Buyers of your choice.

## HOW DOES IT WORK?

- **We bring the buyers** for you.
- **We qualify them** for you.
- We send you, 10 days prior to the congress, a **complete list of delegate attendees**, including their company names, job titles, solutions of interest, readiness to buy, budget & number of nodes in organization.
- **You choose the corporate buyers** you want to have one-on-one meetings with during the congress.

We arrange **one-on-one meetings** for you with the buyers of your choice.

## BUYERS QUALIFICATION

These corporate buyers have all been qualified based on the following:

- They are the **ultimate decision makers** in the organization when it comes to sending patients for treatment abroad.
- They are actively **looking for partners like you** & very keen on securing new medical, health, & wellness partners from the Filipino market.
- They have a **minimum spending budget of \$5 Million.**

# WHO ARE THE BUYERS ATTENDING THE EVENT?

## Global Leaders Seeking Partnership



**Government Entities from the Middle East:** Ministries of Health, Defense, and Tourism actively seeking medical and wellness solutions.



**Insurance Providers:** Companies exploring innovative partnerships for international patient care.



**Corporate Buyers:** Large organizations managing employee wellness programs and healthcare benefits.



**Specialized Travel Agencies:** Focused on medical and wellness tourism across international markets.



**Doctors, Specialists, and Consultants** involved in referrals.

# The 3<sup>rd</sup> International Health & Wellness Tourism Congress

in the Philippines aims to connect the growing demand for medical services among global residents along with those from the Gulf Cooperation Council (GCC) countries with the Philippines' expanding healthcare offerings.

## AN EXCLUSIVE - CLOSED DOOR CONGRESS

In collaboration with leading healthcare and wellness organizations, the International Health & Wellness Tourism Congress will host an exclusive gathering of over 100 of the most influential corporate buyers from across the globe. This elite group includes industry leaders and senior decision-makers who collectively manage multi-million dollar budgets dedicated to healthcare, wellness, and medical tourism. These buyers represent a powerful force in shaping the future of the industry, making impactful investments and forging strategic partnerships. The event provides a dynamic platform for these influential figures to connect with solution providers, exchange insights, and explore opportunities that drive innovation and growth in the global medical and wellness market.

**Number of Buyers:**

100+

**Budgets:**

*Each buyer spends \$5-10 million annually on healthcare & wellness*

# SAMPLE LIST OF INVITED DELEGATES

Aionia Medical Travel	Australia	CEO
Aasandha Company Limited	Maldives	Managing Director
ABC Healthcare Solutions	Nepal	Chairman & Managing Director
Al Maha United	Oman	General Manager
Anthem Blue Cross	USA	Overseas Network Manager
Arabian Insurance Company	KSA	Network Director
Atena	USA	Overseas Network Director
Beautiful Escapes	New Zealand	Founding Director
Blue Cross Blue Shield	USA	International Patients Director
Bookingsmed.com	Romania	CEO
BUPA Arabia	KSA	Network Director
Companion Global Health Care	USA	International Patients Manager
Dubai Healthcare Authority	UAE	Head of Overseas Medical Treatment
Dunia AlRehlat	KSA	CEO
Ethiocare Medical Travel	Ethiopia	CEO
Ezy Healthcare	Australia	Founder
Family Corner	Montenegro	President
Flymond International Group Ltd	KSA	Chief Managing Director
Focus Travel & Medical Tourism	Algeria	Managing Director
Future for Patient Care	Bahrain	CEO
General Tours Egypt	Egypt	CEO
Geomedical Health Tourism	France & Colombia	CEO
GNL Health Solutions	Nigeria	MD
Health Beyond Borders	UAE	CEO/ Founder
International Medical Treatment	Kenya	CEO
International Patient Center	Netherlands	CEO
Manam Service Co Ltd	Vietnam	Co-Founder

# SAMPLE LIST OF INVITED DELEGATES

MediAider	Bangladesh	CEO
Medical Tourism Africa	South Africa	CEO
Medical Tourism Corporation	USA	Head of Partnership
MedicW	USA	CEO
MedRetreat	USA	Network Director
MedTours Africa	Zimbabwe	CEO
Medvisit	Nigeria	CEO
Meeras Travel point	Pakistan	CEO
Ministry of Health of Qatar	Qatar	Head of Treatment Abroad
Ministry of Health of Iraq	Iraq	Head of Treatment Abroad
Ministry of Health of Iraq	Iraq	Director
Ministry of Health of Kuwait	Kuwait	Head of Treatment Abroad
Ministry of Health of the Kingdom of Saudi Arabia	KSA	Head of Treatment Abroad
Ministry of Health of the United Arab Emirates	UAE	Head of Treatment Abroad
Now Health International	UAE	Medical Providers Network Manager
Overseas Medical Tourism Uganda	Uganda	CEO
Pathway International	Kenya	MD
Protective Solutions	USA	Overseas Network Manager
Right Choice Home & Away	UK	CEO
Seven Corners	USA	Overseas Network Director
Simpli International	Nigeria	CEO
SSK Medtour	Germany	Owner & Co-Founder
TASS Gateway & Travels	Rwanda	CEO
TravQuest	Canada	Managing Director
United Group Programs	USA	International Patients Director
United Health Group	USA	International Patients Manager
Worldmed Assistance	Nepal	CEO

# SAMPLE LIST OF INVITED INVESTORS

500 Global	USA/Singapore
Alkhabeer Capital	Saudi Arabia
Almentor Capital	Egypt/UAE
Alpha JWC Ventures	Indonesia
Andreessen Horowitz (a16z)	USA
Arzan Venture Capital	Kuwait
Atlantic Labs	Germany
aws Gründerfonds	Austria
Balderton Capital	UK
Beco Capital	UAE
Bessemer Venture Partners	USA
Cairo Angels	Egypt
CyberAgent Capital	Japan
Derive Ventures	USA
Earlybird Venture Capital	Germany
East Ventures	Indonesia
Felicis Ventures	USA
Fifth Wall	USA
First Round Capital	USA
Flat6Labs	Egypt/Tunisia
General Catalyst	USA
Gobi Partners	Malaysia/China
Golden Gate Ventures	Singapore
Howzat Partners	UK
Incubate Fund	Japan
Index Ventures	UK/Switzerland
Japan Venture Capital Association	Japan

# SAMPLE LIST OF INVITED INVESTORS

JetBlue Technology Ventures	USA
KK Fund	Singapore
Kleiner Perkins	USA
M Ventures (Merck Ventures)	Germany
MairDumont Ventures	Germany
MEVP (Middle East Venture Partners)	Lebanon/UAE
Mubadala Investment Company	UAE
New Enterprise Associates (NEA)	USA
Northstar Group	Singapore/Indonesia
Partech	France
RAED Ventures	Saudi Arabia
Rakuten Capital	Japan
Saudi Arabia's Tourism Development Fund (TDF)	Saudi Arabia
SBI Investment	Japan
Seedcamp	UK
Sequoia Capital	USA
Sofinnova Partners	France
SOSV	USA
Speedinvest	Austria
Spiral Ventures	Japan/Singapore
Thayer Ventures	USA
TruVenturo	Germany
TVM Capital Healthcare	UAE/Germany
Venrock	USA
Vision Ventures	Saudi Arabia
Wadi Makkah Ventures	Saudi Arabia
Wavemaker Partners	Singapore

# THEMES & TOPICS

## Shaping the Next Era of Medical & Wellness Tourism

### **AI & Digital Health:** The Future of Smart Medical Tourism

Harnessing AI, telemedicine, and big data to streamline cross-border healthcare and enhance patient experiences.

**Investments in Tourism, Infrastructure, Healthcare, & Hospitality:** Presenting investment opportunities in the Philippines to pre-qualified investors from all over the world.

### **The Philippines:** The Next Global Hub for Medical and Wellness Tourism

How the country is leveraging its top-tier healthcare, affordability, and hospitality to attract high-value medical tourists.

### **Sustainability in Medical & Wellness Tourism:** Green Hospitals & Eco-Retreats

Why healthcare and wellness facilities must embrace eco-conscious operations to attract the new-age health traveler.

**Patient-Centric Wellness Solutions:** Building holistic approaches to health that prioritize personalized care and experiences.

### **Regenerative Medicine & Anti-Aging Tourism:** The Billion-Dollar Opportunity

The rise of stem cell therapy, longevity treatments, and advanced anti-aging procedures for international patients.

# MEDIA COVERAGE

 Department of Tourism - Philippines  
13m · 🌐

**LOOK:** Tourism Secretary Christina Garcia Frasco on Wednesday (May 7) received Hadi Malaeb, Co-Founder and CEO of Agora Group at the Department of Tourism (DOT) Central Office in Makati City.

The meeting focused on preparations for the Philippines' hosting of the 3rd International Health and Wellness Tourism Congress (IHWTCT), which aims to position the country as a leading destination for medical and wellness tourism in the Asia-Pacific, highlighting its rapid emergence as a top destination in the Asia-Pacific region. This initiative directly supports the DOT's thrust under the National Tourism Development Plan (NTDP) 2022–2028, which identifies health and wellness tourism as a high-potential sector for inclusive growth, improved healthcare accessibility, and sustainable tourism development.

The DOT and the Agora Group successfully hosted the 2nd IHWTCT in October 2024, which gathered delegates from 38 countries and 40 nationalities to explore the potential of medical and wellness tourism in the Philippines.

Joining the Secretary were Undersecretaries Shahlimar Hofer Tamano and Verna Buensuceso, Assistant Secretary Czarina Zara-Loyola, Director Paulo Benito S. Tugbang, MD, and Head Executive Assistant Frances Villarino.

[#LoveThePhilippines](#) [#BagongPilipinas](#)



# MEDIA COVERAGE

Manila 32°C

## MANILA BULLETIN

NEWS BUSINESS ECONOMICS OPINION ENTERTAINMENT SPORTS TECHNOLOGY LIFESTYLE SPECIALS

NATIONAL NEWS

### A new era in health and wellness tourism rises in the Philippines

BY  
Oct 14, 2024 02:09 PM



ABS-CBN NEWS

News Entertainment Lifestyle Sports Business Weather More

### Business

## PH eyes a million health & wellness tourists

Jhavi Frasco, ABS-CBN News  
Published Oct 14, 2024 04:15 PM PHT

MANILA - The Department of Tourism hopes to welcome about a million health and wellness tourists in the coming years as the country aims to become a hub for medical tourism in the region.

Tourism Secretary Christina Frasco together with First Lady Liza Marcos opened the two-day International Health and Wellness Tourism Congress in Taguig, which was attended by dozens of tourism buyers from across the world. Frasco said the event will showcase the Filipino brand of wellness, as well as the quality of private medical facilities in the country.

"We have this Filipino ancient healing technique called 'hilot' which is one of the highlights of this congress perfectly paired with our world-class healthcare facilities and healthcare personnel," Frasco said.

The Tourism chief said the Philippines receives about 250,000 health and wellness tourists annually. These are foreign travelers who visit the Philippines for medical treatment, dental care, or go on a retreat in a spa. Tourism Director Paulo Tugbang said they aim to reach the figure of half a million or even a million in a few years' time.



Manila Standard



By Manila Standard  
October 14, 2024, 9:40 pm

The Department of Tourism (DOT) solidifies the Philippines' position as a key health tourism hub in the Asia Pacific region with the launch of the International Health and Wellness Tourism Congress (IHWTTC) on Oct. 14, 2024 at the Grand Hyatt Manila, Bonifacio Global City, Taguig City. Attending the inaugural event are (from left) Agora Group chief executive Hadi Malach, First Lady Louise Arzeta Marcos, Tourism Secretary Christina Frasco and Tourism City Mayor Lázaro Lopez.

## DOT targets Philippines as top health and wellness hub

Dominique Nicole Flores - Philstar.com  
October 15, 2024 | 11:58am



2nd International Health and Wellness Tourism Congress, idinaraos ngayon sa bansa

PTV Philippines

# MEDIA COVERAGE

Nov 16, 2024

**The Manila Times**

PH REGION WORLD BUSINESS SPORTS ENTERTAINMENT LIFESTYLE THE SUNDAY TIMES SPECIAL FXA

## PH hosts health and wellness tourism congress

PH Host October 16, 2024

Listen to this article now  
Powered by Trinity Audio  
00:00

**PH** The Department of Tourism (DoT) hosted the second International Health and Wellness Tourism Congress (IHWTC) Monday at the Grand Hyatt Manila, Taguig City.

The conference, with the theme "Aruga: A Filipino-Inspired Gathering for Global Health and Wellness," aims to reinforce the Philippines' position as a key player in the Asia-Pacific health and wellness tourism industry.

**Alejandro Palado** • 3rd+  
Pulmo Rehabilitation Specialist with AI/ CEO - Alpha Centurion  
3h •

<https://lnkd.in/dRkmN-am>

The Philippines is setting its sights on becoming a regional hub for health and wellness tourism, with the Department of Tourism (DOT) aiming to welcome up to one million medical tourists in the coming years. This ambitious target comes as the country seeks to capitalize on its competitive pricing, quality healthcare facilities, skilled healthcare workers, and renowned Filipino hospitality.

Tourism Secretary Christina Frasco, along with First Lady Liza Marcos, recently inaugurated the International Health and Wellness Tourism Congress in Taguig City. The two-day event attracted tourism buyers from around the world and highlighted the country's unique offerings in the health and wellness sector, including traditional Filipino healing techniques such as "hilot," combined with modern medical facilities.

**PH eyes to become a hub for medical tourism in Southeast Asia; aims a million tourists | ANC**



**BrightCare-Assist**  
58 followers  
17h •

BrightCare Assist Philippines, Inc. proudly attended the 2nd International Health and Wellness Tourism Congress, hosted by the Department of Tourism - Philippines and Agora, at the Grand Hyatt Manila. The event brought together over 100 delegates from 32 countries, highlighting the global importance of health and wellness tourism.

This congress served as a platform for industry leaders to share insights, foster collaborations, and explore emerging trends. At BrightCare, we are committed to our mission of "Beyond Care Always," emphasizing the importance of holistic well-being in tourism.

We are excited to contribute to this dynamic dialogue and look forward to advancing health tourism to create enriching experiences for travelers worldwide.

**#IHWTC2024 #BrightCare #HealthTourism #BeyondCareAlways**



**Carol Laguna** • 2nd  
Corporate Wellness and Spa Director at Niyama Wellness by ...  
16h •

The Philippines proudly hosts the International Health and Wellness Tourism Congress (IHWTC) from October 14-15, themed "Aruga"—a Filipino term that beautifully captures the essence of care and nurture.

This landmark event, in partnership with the Agora Group, brings together global leaders, experts, and innovators across the medical and wellness tourism industry to showcase the Philippines as a premier health and wellness destination in the Asia-Pacific region, where advanced healthcare meets deeply rooted wellness traditions.

**Niyama Wellness by AHG, Anya Resort Tagaytay** represents the DOT\_Calabarzon region and Wellness Tourism Association of the Philippines.

**#LoveThePhilippines #BagongPilipinas #IHWTC #IHWTC2024 #healthandwellness #wellesstourism #MedicalTourism**

**Claire Licciardo** • 2nd  
More than 17 years experience in medical tourism  
Visit my website  
1d • Edited •



I am currently in the Philippines staying at Grand Hyatt Manila attending the 2nd International Health & Wellness Tourism Congress.

I would a very special thank you to the AgoraGroup for this VIP invitation and superb event coordination at this luxury hotel as well as their continued support in expanding this vibrant medical tourism sector here.

The importance of staying ahead in this industry internationally cannot be underestimated and this is a unique chance here in the Philippines to personally meet hospital representatives, dental clinics and top experts in to expand my network in a booming market here full of new and lucrative opportunities.

With a renewed interest of the Philippines in the medical tourism industry, this is the place to be if you want to stay ahead in the rapid developments in the health tourism industry globally.

**lizamarcos**



# PROGRAM

**Day 1: Monday, May 18<sup>th</sup>, 2026**

09:00 - 10:00	<b>Registration &amp; Refreshments</b>		
10:00 - 10:05 5 Minutes	<b>Opening Remarks - Welcome Note</b> <i>Hadî Malaeb - Co-Founder &amp; CEO, Agora Group</i>		
10:05 - 10:20 15 Minutes	<b>Keynote Opening Address</b> <i>Department of Tourism of the Philippines</i>		
10:20 - 10:35 15 Minutes	<b>Title Sponsor Presentation</b> <b>The Future of Health Tourism in the Philippines</b>		
10:35 - 10:45 10 Minutes	<b>Strategic Sponsor Presentation</b> <b>Holistic Wellness &amp; Integrative Medicine: The New Paradigm</b>	<b>11:15 - 12:00</b> 45 Minutes	<b>Panel Discussion</b> <b>The Philippines' Global Rise in Medical &amp; Wellness Tourism</b> The Philippines is making significant strides in positioning itself as a top-tier medical and wellness tourism destination. With its world-class healthcare facilities, affordability, and renowned hospitality, the country is attracting a growing number of international patients.
10:45 - 10:55 10 Minutes	<b>Strategic Sponsor Presentation</b> <b>Designing the Ultimate Luxury Medical &amp; Wellness Retreats</b>		
10:55 - 11:05 10 Minutes	<b>Strategic Sponsor Presentation</b> <b>Smart Hospitals &amp; Digital Healthcare Transformation</b>		
11:05 - 11:15 10 Minutes	<b>Strategic Sponsor Presentation</b> <b>The Business of Wellness: Investment &amp; Growth in the Sector</b>	<b>12:00 - 13:00</b> 60 Minutes	<b>Lunch Break</b>
		<b>13:00 - 13:40</b> 40 Minutes	<b>Panel Discussion</b> <b>Investments in Tourism, Infrastructure, Healthcare, &amp; Hospitality</b> Presenting investment opportunities in the Philippines to pre-qualified investors from all over the world.

13:40 - 14:20  
40 Minutes

### **Panel Discussion**

#### **Medical Tourism 2025 & Beyond: Global Trends Shaping the Industry**

The medical tourism industry is rapidly evolving, influenced by geopolitical shifts, technological advancements, and changing patient behaviors. As the world faces increasing challenges such as economic downturns, stricter regulations, and shifts in insurance policies, the industry must adapt to stay resilient.

14:20 - 14:30  
10 Minutes

### **Coffee Break & Networking Session**

14:30 - 17:00  
2 Hrs  
30 Minutes

Meeting 1 - 15 Minutes

Meeting 6 - 15 Minutes

Meeting 2 - 15 Minutes

Meeting 7 - 15 Minutes

Meeting 3 - 15 Minutes

Meeting 8 - 15 Minutes

Meeting 4 - 15 Minutes

Meeting 9 - 15 Minutes

Meeting 5 - 15 Minutes

Meeting 10 - 15 Minutes

17:00

### **Chairman Closing Remark & End of Day One**

# PROGRAM

**Day 2: Tuesday, May 19<sup>th</sup>, 2026**

08:00 - 09:00

**Registration & Refreshments**

09:00 - 09:05  
5 Minutes

**Opening Remarks & Welcome from the Chairman of the Congress**

09:05 - 09:15  
10 Minutes

**Welcome Remarks**

09:15 - 09:25  
10 Minutes

**Strategic Sponsor Presentation**  
**Destination Marketing & Branding for Health & Wellness Tourism**

09:25 - 09:35  
10 Minutes

**Strategic Sponsor Presentation**  
**The Digital Nomad Healthcare Revolution: Meeting the Medical Needs of a Mobile Workforce**

09:35 - 10:20  
45 Minutes

**Panel Discussion**

**Facilitators: The Architects of Seamless Medical Travel**

Facilitators play a crucial role in medical tourism, bridging the gap between patients, hospitals, wellness centers, and travel logistics. From matching patients with the right providers to handling visa assistance, insurance coordination, and post-treatment care, their impact on trust, efficiency, and patient experience is invaluable.

10:20 - 10:30  
10 Minutes

**Coffee Break & Networking Session**

10:30 - 12:00  
1 Hr 30 Minutes

Meeting 11 - 15 Minutes

Meeting 14 - 15 Minutes

Meeting 12 - 15 Minutes

Meeting 15 - 15 Minutes

Meeting 13 - 15 Minutes

Meeting 16 - 15 Minutes

12:00 - 13:00  
60 Minutes

**Lunch Break**

13:00 - 13:45  
45 Minutes

**Panel Discussion**

**Beyond Borders: Strengthening International Partnerships in Medical Tourism**

The success of medical tourism depends on seamless international collaboration between hospitals, insurance providers, facilitators, and travel agencies. Standardized regulations, streamlined medical visa processes, and coordinated post-treatment care are crucial to building trust and efficiency.

13:45 - 14:30  
45 Minutes

**Panel Discussion**

**AI & Digital Health: The Future of Smart Medical Tourism**

Artificial intelligence, telemedicine, and big data are transforming the medical tourism landscape, making healthcare more accessible, personalized, and efficient. AI-driven diagnostics, robotic-assisted surgeries, and remote consultations are reducing patient travel time while improving healthcare outcomes.

14:30 - 15:15  
45 Minutes

### **Panel Discussion**

#### **Redefining the Patient Experience in Wellness & Healthcare Travel**

The modern medical traveler expects seamless, concierge-level service that integrates top-tier medical care, wellness programs, and cultural experiences. From personalized healthcare itineraries to luxury recovery suites, enhancing the patient experience is key to standing out in the competitive medical tourism market.

15:15 - 15:30  
15 Minutes

### **Coffee Break**

15:30 - 16:30  
60 Minutes

Meeting 17 - 15 Minutes

Meeting 19 - 15 Minutes

Meeting 18 - 15 Minutes

Meeting 20 - 15 Minutes

16:30

### **Chairman Closing Remark & End of Event**

# PREVIOUS SPONSORS & PARTNERS



# PREVIOUS SPEAKERS



**Ma. Esperanza Christina Garcia Frasco**

Tourism Secretary  
Philippine Department of Tourism



**Paulo Benito s. Tugbang**

Director  
Department of Tourism of the Philippines



**Sharlene Zabala-Batin**

Assistant Secretary  
Philippine Department of Tourism



**H.E Dr. Amin Al Amiri**

Asst. Undersecretary of Public Health Policy & Licensing Sector  
UAE Ministry of Health & Prevention



**Mr. Mohamed Al Mheiri**

Director of Health Tourism Department, Health Regulation  
DHA



**Dr. Abdulrahman Alqahtani**

VP of Strategy & Transformation  
Health Holding Company



**Dr. Adil Monshi**

Director General Investment Promotion Division  
Ministry of Health Saudi Arabia



**Dr. Asmaa Badran**

Head of Health Tourism Technical Committee  
Egypt Council of Ministers



**Laila Al Jasmī**

Founder & CEO  
Health Beyond Borders



**Atty Karen Salinas-Baydo**

Assistant COO  
Tourism Infrastructure Enterprise Zone Authority



**Axel Baltzer**

Priv.-Doz. Dr. med.  
Medical Board Düsseldorf



**Dr. Beaver Tamesis**

President  
Asian Hospital & Medical Center



**Cathy Turvill**

CEO  
Nurture Wellness Village & Pharmacy



**Cleofe Albiso**

Managing Director  
Megaworld Hotels & Resorts



**Danish Anis Ahmed**

Founder & CEO  
Health Trip

# PREVIOUS SPEAKERS



**Dr. Dennis P. Serrano**

President & CEO  
*St. Luke's Medical Center*



**Dietrich Baumgart**

Prof. Dr., M.D.  
*Medical Board Düsseldorf*



**Dimitri Belov**

Head of Health Marketing,  
Manager EMEA & Asia  
*Düsseldorf Tourismus*



**Prof. Dr. Franz W. Peren**

Ph.D.  
*Medical Trust*



**Dr. Jaycy Violago-Olivarez**

CEO  
*Eluvo Health*



**Jens Ihnen**

Director  
*Düsseldorf Convention*



**Jonald Agbuya, RN, MBA**

Managing Director  
*Health & Leisure Philippines*



**Dr. Juan Pablo Salazar Arias**

CEO  
*Geomedical Health Tourism*



**Dr. Mohammad Fityan**

Chair of Medicine Division  
*Burjeel Medical City*



**Ole Friedrich**

Managing Director  
*Düsseldorf Tourismus*



**Paul Frederik Höller**

North Rhine-Westphalia  
State Secretary  
*Ministry of Economic Affairs  
Industry, Climate Protection & Energy*



**Dr. Ralph Delas Alas**

Co-founder & President  
*Urban Smiles Dental Clinic*



**Roberto Zozobrado**

General Manager  
*Philippine Retirement  
Authority*



**Dr. Steve Mark Gan**

CEO  
*GAOC Group of Companies*



**Dr. Violetta Yanyshvskaya**

Chairman  
*Ukrainian Association  
of Medical Tourism*

# EVENT GALLERY



# EVENT GALLERY



# EVENT GALLERY

## Networking Sessions



## One-on-one Meetings



# TESTIMONIALS



The organization was impeccable, ensuring everything ran smoothly from start to finish. The panel discussions struck the perfect balance of insightful content and engaging dialogue, showcasing the expertise of all participants. Additionally, the entertainment was a fantastic touch, adding to the overall experience. Thank you Agora for a great event!

**Gianni De Min** - Vice President Network Management, *Trawick International*



It's a great honor to participate in the international Health and wellness Tourism Congress 2023 that was held in Düsseldorf. The congress had a renowned speakers in the field of health Tourism where they're shared their knowledge and expertise and challenges in the health travel market. The B2B meeting where very beneficial were I met many providers from various health care sectors that enriches my expertise and help my business to flourish. I sincerely wish agora group all the very best in their upcoming future events.

**Laila AlJassmi** - CEO, *Health Beyond Borders*



The 2nd International Health and Wellness Tourism Congress was a resounding success, and TIEZA is honored to have been a part of this prestigious event. The high caliber of attendees from senior executives of global healthcare companies to key government officials and international investors as well as booth exhibitors—greatly contributed to the depth and quality of discussions, networking and business engagements. The diverse lineup of speakers, including top-tier professionals from the medical, wellness, and business sectors, provided valuable insights on health tourism's future

**Atty Karen Sarinas-Baydo** - Assistant COO, *Tourism Infrastructure Enterprise Zone Authority*



Thank you for having us at #IHWTC 2023 in Dusseldorf!

We were thrilled to participate in this prestigious conference dedicated to healthcare & medical tourism advancements. It was an incredible opportunity to showcase our innovative solutions, network with industry leaders, and contribute to the positive transformation of healthcare.

We are grateful for the experience and excited about future collaborations.

**Altoa | Medical Tourism**



Thank you Agora Group for organizing this fantastic event. It was enjoyable and productive as plenty of partnerships were established. Excellent organization from Agora combined with an amazing hospitality from the Philippines attendees and representatives provided a memorable experience. I hope to join next events in the future.

**Marek Holowko** - CEO, *ClinicHunter*



I recently attended the Health and Wellness Conference held at the Grand Hyatt Hotel in Manila, Philippines, and it was an impressive experience. The event seamlessly combined insightful content with a luxurious setting, making it a highlight for professionals and enthusiasts in the industry.

**Piotr Anuszkiewicz** - Founder & CEO, *Meditravel*

# TESTIMONIALS



The event was absolutely amazing! It was very well-organized and the team did a fantastic job. The professional people who were involved made it even more special. I am definitely looking forward to collaborating with multiple companies/hospitals that I met during the event. The speakers were engaging and informative. I had a great time. Thank you for putting on such a wonderful event!

**Ahmed Alorajj** - President & CEO, *Promed Tourism, Saudi Arabia*



It was an absolutely amazing time I had at International Health and Wellness Tourism Congress 2023 in Düsseldorf, Germany. Agora group organized a perfectly-arranged event for our industry of health and wellness tourism. I was able to meet governmental representatives, medical institutions, and facilitators from all over the world to greet and discuss the future of the industry.

**So Iizuka** - Co-Founder/CEO, *Trambellir*



Agora Group's ability to bring together key stakeholders, thought leaders, and industry experts successfully promoted the Philippines as a viable medical tourism destination. Their commitment to excellence and passion for promoting medical tourism make them an invaluable partner for any organization seeking to make a lasting impact.

Thank you, Agora Group, for an outstanding conference!

**Yunus Saleem Parakkalathodi** - CEO & Founder, *Global Treatment Services*



Attending Agora Group's event was a truly impactful experience! It was an incredible opportunity to connect with passionate professionals, explore new opportunities, and dive into innovative trends in the medical tourism industry.

I was honored to be invited to speak on stage and share insights on the rapid changes we're seeing in the industry. The audience was incredibly engaged, and the discussions that followed were eye-opening.

**Pierre Hollenbeck** - Founder & CEO, *Esthetic Planet*



Thank you for your exceptional, prestigious and invaluable event "International Health and Wellness Tourism Congress" that you organize with your professional team at Agora Group.

**Atefeh Zare** - Co-Fonder & CEO, *SSKmedtour*



It is a great pleasure for me and Hotel Kö59 to host the International Health & Wellness Tourism Congress. Thanks to Agora for the incredible event. You are all doing an amazing job!

**Maike Lindemann** - Director of Sales, *Hotel Kö59*

# SPONSORSHIP PACKAGES

## Title Sponsor



**SOLD OUT**

### Pre-Event Deliverables

- Partner recognition as Title Sponsor in all Event's media/promotion: Includes event website, brochure, stage backdrop, event booklet, post-event report, etc.
- Full database of attending corporate buyers with their names, position, contact details and breakdown of their budget and investment appetite 10 days before the event's date.

### Live Event Deliverables

- Sponsor of the Gala Dinner.
- Speaking opportunity during the Gala Dinner.
- Partner recognition as Title Sponsor during event opening.
- 20 minute keynote speech in front of all attendees.
- Live online streaming of your presentation.
- 20 one-on-one meetings with corporate buyers.
- Partner's logo and branding as Title Sponsor on all marketing material at the event.
- 5 partner's representatives to attend the event, full access to the conference agenda, gala dinner, cocktail reception, breakfast, coffee breaks, and lunch.

### Post-Event Deliverables

- Edited video file of your presentation provided to partner for post-event distribution/amplification.
- Access to high level post-event report.
- Database of all delegates.

# Strategic Partner

## “Cocktail Reception Sponsor”

### Pre-Event Deliverables

- Partner recognition as Strategic Partner in all Event's media/promotion: Includes event website, brochure, stage backdrop, event booklet, post-event report, etc.
- Full database of attending corporate buyers with their names, position, contact details and breakdown of their budget and investment appetite 10 days before the event's date.

### Live Event Deliverables

- Sponsor of the Cocktail Reception.
- Partner recognition as Strategic Partner during event opening.
- 10 minute keynote speech in front of all attendees.
- Live online streaming of your presentation.
- 20 one-on-one meetings with corporate buyers.
- Partner's logo and branding as Strategic Partner on all marketing material at the event.
- 4 partner's representatives to attend the event, full access to the conference agenda, gala dinner, cocktail reception, breakfast, coffee breaks, and lunch.

### Post-Event Deliverables

- Edited video file of your presentation provided to partner for post-event distribution/amplification.
- Access to high level post-event report.
- Database of all delegates.

# Strategic Partner

## “Lunch Break Sponsor”

### Pre-Event Deliverables

- Partner recognition as Strategic Partner in all Event's media/promotion: Includes event website, brochure, stage backdrop, event booklet, post-event report, etc.
- Full database of attending corporate buyers with their names, position, contact details and breakdown of their budget and investment appetite 10 days before the event's date.

### Live Event Deliverables

- Sponsor of the Lunch Break.
- Partner recognition as Strategic Partner during event opening.
- 10 minute keynote speech in front of all attendees.
- Live online streaming of your presentation.
- 20 one-on-one meetings with corporate buyers.
- Partner's logo and branding as Strategic Partner on all marketing material at the event.
- 3 partner's representatives to attend the event, full access to the conference agenda, gala dinner, cocktail reception, breakfast, coffee breaks, and lunch.

### Post-Event Deliverables

- Edited video file of your presentation provided to partner for post-event distribution/amplification.
- Access to high level post-event report.
- Database of all delegates.

# Gold Sponsor

## Pre-Event Deliverables

- Partner recognition as Gold Sponsor in all Event's media/promotion: Includes event website, brochure, stage backdrop, event booklet, post-event report, etc.
- Full database of attending corporate buyers with their names, position, contact details and breakdown of their budget and investment appetite 10 days before the event's date.

## Live Event Deliverables

- Partner recognition as Gold Sponsor during event opening.
- 10 minute keynote speech in front of all attendees.
- Live online streaming of your presentation.
- 5 one-on-one meetings with corporate buyers.
- Partner's logo and branding as Gold Sponsor on all marketing material at the event.
- 3 partner's representative to attend the event with full access to the conference agenda, coffee breaks, and lunch.

## Post-Event Deliverables

- Edited video file of your presentation provided to partner for post-event distribution/amplification.
- Access to high level post-event report.
- Database of all delegates.

# Silver Sponsor

## Pre-Event Deliverables

- Partner recognition as Silver Sponsor in all Event's media/promotion: Includes event website, brochure, stage backdrop, event booklet, post-event report, etc.
- Full database of attending corporate buyers with their names, position, contact details and breakdown of their budget and investment appetite 10 days before the event's date.

## Live Event Deliverables

- Partner recognition as Silver Sponsor during event opening.
- Speaking opportunity at one of the panel discussions.
- Live online streaming of your panel discussion.
- 5 one-on-one meetings with corporate buyers.
- Partner's logo and branding as Silver Sponsor on all marketing material at the event.
- 2 partner's representatives to attend the event with full access to the conference agenda, coffee breaks, and lunch.

## Post-Event Deliverables

- Edited video file of your presentation provided to partner for post-event distribution/amplification.
- Access to high level post-event report.
- Database of all delegates.

# Bronze Sponsor

## Pre-Event Deliverables

- Partner recognition as Bronze Sponsor in all Event's media/promotion: Includes event website, brochure, stage backdrop, event booklet, post-event report, etc.
- Full database of attending corporate buyers with their names, position, contact details and breakdown of their budget and investment appetite 10 days before the event's date.

## Live Event Deliverables

- Partner recognition as Bronze Sponsor during event opening.
- 5 one-on-one meetings with corporate buyers.
- Partner's logo and branding as Bronze Sponsor on all marketing material at the event.
- 1 partner representative to attend the event with full access to the conference agenda, coffee breaks, and lunch.

## Post-Event Deliverables

- Access to high level post-event report.
- Database of all delegates.



### **Head Office Location**

Creative Tower ST Fujairah, UAE | No 2, Second Floor

+971 50 857 4008 | +961 3 478 007

[www.agoragroup.ae](http://www.agoragroup.ae)