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DEPARTMENT OF CULTURE
AND TOURISM



Strategic Partner:



MEDICAL TRUST®

HEALTH TOURISM & MEDICAL ODYSSEY

September 16th & 17th, 2025

Sofitel, The Obelisk - Dubai, UAE

agora
Bridging Value

A WORD FROM OUR CEO



Hadi Malaeb

Co-Founder & CEO
Agora Group

Dear Delegates, Partners, and Friends,

As I look back on the past two days of the Health Tourism and Medical Odyssey 2025 in Dubai, I feel nothing but pride and gratitude. What we witnessed together was more than a conference - it was a living demonstration of how collaboration, innovation, and vision can redefine the future of global healthcare. We are grateful for the support and patronage of Dubai Health Authority for embracing this gathering for the second consecutive year.

From the opening remarks of the Dubai Health Authority to the powerful showcase of Abu Dhabi's healthcare vision, we saw

how the UAE is positioning itself at the very center of global medical and wellness tourism. The presentation from Cleveland Clinic Abu Dhabi and the panel on digital transformation reminded us of how technology - from AI-driven diagnostics to virtual healthcare platforms - is already reshaping patient journeys. We explored the importance of personalized and culturally sensitive care in patient-centric wellness models, and we addressed urgent topics such as corporate wellness, rehabilitation pathways, and the unique needs of an aging population.

The energy in the meeting rooms was equally inspiring: more than 350 scheduled one-to-one sessions where buyers, providers, and innovators sat together to explore partnerships. Many of you shared that these conversations were the true highlight of the event, and I couldn't agree more - they are the bridge between dialogue and tangible results.



The context for our work is both urgent and promising. The UAE welcomed over 670,000 medical tourists in 2022, generating AED 12 billion (USD 3.3 billion) in revenue, and the GCC as a whole is on track to build a USD 30 billion market by 2030. These are not just numbers - they represent patients finding world-class care, investors fueling innovation, and destinations like Abu Dhabi establishing themselves as trusted global brands in health and wellbeing.

To our sponsors and institutional partners, thank you for believing in this mission and making this platform possible. To our speakers and panelists, your insights challenged us to think bigger and act faster. And to every delegate who traveled here, asked a question, joined a meeting, or shared an idea - you are

the reason this event was a success.

We will carry this momentum forward into the next edition of the Health Tourism and Medical Odyssey, and I look forward to welcoming you back with even more opportunities to learn, connect, and build the future of our industry together.

With sincere gratitude,
Hadi Malaeb
CEO, Agora Group

UNDER THE PATRONAGE OF:

هيئة الصحة بدبي
DUBAI HEALTH AUTHORITY



Dubai Health Authority (DHA) provides complete oversight of the regulation and governance of the healthcare sector within the emirate of Dubai by designing health policies, strategies and standards for developing, regulating, licensing and monitoring the provision of healthcare services provided by the public and private healthcare facilities.

DHA mandate also includes governing and managing health insurance, health investment, and health tourism services in the emirate in a way that stimulates steady health economic growth and enhances the health sector's contribution to Dubai's macroeconomic indicators. Furthermore, DHA is responsible for formulating and implementing Public Health policies and programs in Preventive Medicine and Occupational Health and Safety in a structured manner that ensures protecting and improving the health of Dubai's Population.

DHA is also accountable for setting the Medical Education Strategy in Dubai and regulating the provision of medical education, clinical research and trials in coordination with the relevant authorities locally and globally.

OFFICIAL PARTNER:

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress and helps achieve Abu Dhabi's wider global ambitions. By working in partnership with the organisations that define the emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture, creative and tourism industries.

DCT Abu Dhabi's vision is defined by the emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.

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ODER REGION
HEALTH *tourism*



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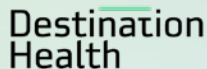


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Ecosystem Partners



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HEADLINE STATISTICS



300+

Total Attendees



350+

One-on-one meetings



40

Speakers



30

Sponsors

ATTENDEES VISITED FROM MORE THAN **43 COUNTRIES**



MARKETING REACH



2,500+

Companies & organizations
contacted

22,000+

Size of our database & reach



3,500+

Event brochures emailed

300+

Questionnaires filled



4,000+

Phone calls made to decision
makers

MEDIA COVERAGE



Hazem Saleh • 2nd
Passionate and purpose driven co...
18h •

I was delighted to represent **#BurjeelHoldings** together with my colleagues **Dr. Mujtaba A. and Charlotte Galardo** and take part in the Health Tourism & Medical Odyssey organized by the Abu Dhabi Department of Culture & Tourism.

This initiative highlights Abu Dhabi's growing position as a global destination for world-class healthcare, seamlessly blending medical excellence with the capital's rich cultural and hospitality offering.

At Burjeel Holdings, we remain committed to advancing Abu Dhabi's vision by providing cutting-edge care across our centers of excellence ensuring patients from around the world can access holistic, trust...more

139 • 9 comments • 1 repost

Like Comment Repost Send

أبوظبي • الإمارات • صحافة • الطبي • 18h •

دبي تحضن فعاليات ملتقى السياحة الطبية والعلاجية خلال الفترة 16-17 سبتمبر الجاري

هادي ملاعب: الإمارات وجهة عالمية رائدة في قطاع الرعاية الصحية والسياحة العلاجية

دبي: 18 سبتمبر

توقع هادي ملاعب، رئيس السياحة الطبية والعلاجية في دولة الامارات، يوم 16-17 سبتمبر الجاري في فندق سوفيتل ذا أولمبيك والذي من دبي، حيث يفتتح مدينة عالمية هادى الملاعب من ايام الامارات في قطاع الرعاية الصحية والسياحة العلاجية، ما يستحق عنة مكانة العالم والشرق الأوسط، وسط إقبال عالمي.

وقد حضره الرئيس التنفيذي لقطاع الخدمات الطبية العالمية "الملاعب"، بشهد قطاع السياحة الطبية والعلاجية نموًا هائلا بفضل جودة الخدمات المقدمة من قبل المؤسسات الصحية العالمية والعلاجية، مع توفير مستوى عالٍ من الرعاية الصحية وخدماتها المتكاملة، مما يجعلها وجهة عالمية رائدة في قطاع الرعاية الصحية والسياحة العلاجية.

هذه المدينة عالم السعيد هادي ملاعب الرئيس التنفيذي لشركة (أبوظبي العالمية للملاعب)، بشهد قطاع السياحة الطبية والعلاجية نموًا هائلا بفضل جودة الخدمات المقدمة من قبل المؤسسات الصحية العالمية والعلاجية، مع توفير مستوى عالٍ من الرعاية الصحية وخدماتها المتكاملة، مما يجعلها وجهة عالمية رائدة في قطاع الرعاية الصحية والسياحة العلاجية.

أضاف ملاعب: "أبوظبي وجهة عالمية رائدة في قطاع الرعاية الصحية والسياحة العلاجية، مع توفير مستوى عالٍ من الرعاية الصحية وخدماتها المتكاملة، مما يجعلها وجهة عالمية رائدة في قطاع الرعاية الصحية والسياحة العلاجية."

Ahmed Alorajj • 1st
President & Chairman, Health Tourism Association (HTA) | Global Health Tour...
View my stories
28h •

Health tourism success is not defined by destinations alone - it thrives when we build BRIDGES between ecosystems. 🌉

Reflecting on a highly productive week at the Health Tourism & Medical Odyssey in Dubai, I am proud to announce that the **Saudi Health Tourism Association** has signed 4 strategic MoUs, each designed to expand opportunities for Saudi healthcare while strengthening the global ecosystem.

Our mission was to foster mutual growth, and we have taken decisive steps forward:

- 🌐 **CONNECTING ECOSYSTEMS:** A landmark MoU with the **European Health and Medical Tourism Association (EHMTA)**, formalized with its President, Mr. **Ivan Rendulic**, to align markets and fuel mutual growth.
- 🔄 **INTEGRATING PATIENT JOURNEYS:** Partnering with **BookingsMed.com** and its visionary Founder & CEO, **Markus Rosenthal**, to create seamless, cross-border pathways through their digital platform.
- 🏆 **CHAMPIONING GLOBAL STANDARDS:** A shared commitment with Medical Trust, represented by CEO, **Mariam Asafi**, to advance international quality and accreditation benchmarks.
- 🤝 **ESTABLISHING CLINICAL PARTNERSHIPS:** Forging a new partnership with the esteemed **Rain Medical Center**, represented by its Director, Dr. **Narine Mamikonyan**, to foster joint medical programs and specialist exchange.

A sincere thank you to **AgoraGroup** for curating this powerful platform, held under the esteemed patronage of the **Dubai Health Authority** and with the vital strategic partnership of the **Department of Culture & Tourism - Abu Dhabi (DCT Abu Dhabi)**.

The future of health tourism is collaborative. By building these bridges, we create faster patient access, stronger clinical expertise, and lasting global trust. Together, we all rise. 🌍



European Health and Medical Tourism
255 followers
50m •

The International Conference Health Tourism and Medical Odyssey became an inspirational event for medical tourism professional!

I would like to express gratitude and appreciation to the **AgoraGroup** and entire team of organizers for the exceptional result of the recent International Conference "Health Tourism and Medical Odyssey," held in Dubai on September 16-17, 2025. With the support of the Dubai Ministry of Health.

This event became a perfect platform for networking, 828 meetings, brainstorming and getting new information from the best practice medical providers from all over the World.

Special personal gratitude to be invited as a moderator of one of the panel discussions during the event - via those professional conversations we grow and develop as leaders of our industry, getting new ideas and shaping new goals, shaping the future of medical tourism.

Looking forward for new opportunities to be a part of an inspirational story which Agora's events are truly are

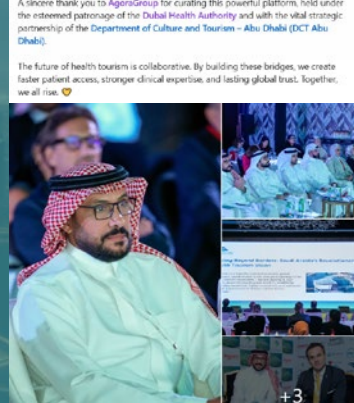
Healthpoint
105,298 followers
18h •

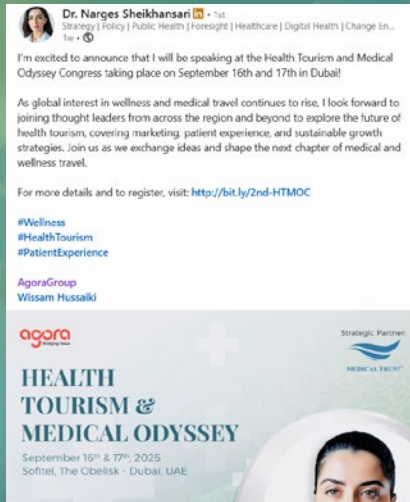
Last week, we had the privilege of welcoming a delegation of international medical tourism facilitators to our hospital. The visit began with an introduction to our services, followed by a guided tour showcasing our cutting-edge facilities and advanced technologies.

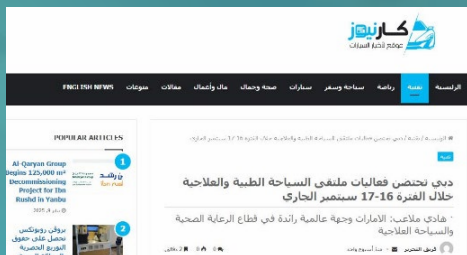
This engagement was an opportunity to highlight the international standards that define our care, reinforcing Healthpoint's commitment to delivering world-class healthcare not only to patients in Abu Dhabi and the UAE, but also to individuals from across the globe.

As part of the M42 network, we remain dedicated to advancing international patient care and strengthening Abu Dhabi's position as a global healthcare destination.

#Healthpoint #MedicalTourism #WorldClassCare #AbuDhabi #M42







Michaela Kehrer • 2nd
Medical Tourism Manager bei visitBerlin (Berlin Tourismismus & ...
3w • Edited •

Looking forward to the upcoming Health Tourism & Medical Odyssey in Dubai on September 16 & 17! 🇦🇪

Berlin as a medical destination has so much to offer — from highly qualified specialists across all disciplines to comprehensive services tailored for international patients.

I'm excited to connect with colleagues and representatives from the global medical tourism sector!



We are proud to announce **visitBerlin** as an Associate Sponsor for our Health Tourism & Medical Odyssey.

Michaela Kehrer, we are glad to have you on board with us.

"Inspiring the world for Berlin," with this mission, Berlin Tourismus & Kongress GmbH promotes Berlin's destination management as well as the city's tourism and congress marketing. It focuses on sustainable product development and marketing city-compatible tourism services in all twelve Berlin boroughs with the aim of maintaining the locals' quality of life.

Join us at the HTMOC and learn about the latest innovations in the health and medical tourism industry.

Register here: bit.ly/2nd-HTMOC

Rafael Hawrylow • 2nd
Brand partnership •
24w • Edited •

Grateful and excited to be part of the Health Tourism & Medical Odyssey Congress in Dubai on September 16-17.

This Congress is more than a meeting—it is a voyage, an odyssey where medicine transcends borders, where science and humanity walk hand in hand, and where health itself becomes a bridge between cultures.

In Dubai, a city that beautifully blends tradition with innovation, we will gather to share visions, exchange knowledge, and chart new horizons for global health tourism and medical excellence. May this journey inspire fresh ideas, foster meaningful connections, and open new pathways toward healing across the world.

#MedicalTourism #HealthDestination #MedicalTourism #MedicalDestination #AgoraGroup #HealthGermany #HealthTourism #MedicalExcellence #GlobalHealth #Dubai #UniversitätsmedizinGreifswald



HEALTH TOURISM & MEDICAL ODYSSEY

September 16th & 17th, 2025 | Sofitel, The Obelisk - Dubai, UAE

Associate Sponsor



Ayman Helmy • 2nd
Senior Executive | Luxury Healthcare & VIP Patient Experience...
18h • Edited •

I am delighted to represent cereneo at the Health Tourism & Medical Odyssey in Dubai as a sponsor. I am already here and looking forward to meeting you.



Stefan Boeckle • 2nd
Director International Relations bei Kliniken Schmieder
2h • Edited •

Only one week to go until the Health Tourism and Medical Odyssey kicks off in Dubai!

Kliniken Schmieder is proud to return as a sponsor for the second time after 2023.

I am delighted to be giving a talk on Tuesday, April 16th at 2:20 PM on the topic of early rehabilitation. In my presentation, I will explain how this specialized program enables us to support patients with the most severe conditions.

Thank you to **Rim El Aridi, Hadi Maleeb** and **AgoraGroup**

👉 See you in Dubai!



HEALTH TOURISM & MEDICAL ODYSSEY

September 16th & 17th, 2025 | Sofitel, The Obelisk - Dubai, UAE

Associate Sponsor

KLINIKEN SCHMIEDER
Clinic for Neurology and Neurological Rehabilitation

Ivan Oostvoort • 2nd
Business Automation | Business Developer | IT Consulting | Zn...
13h • Edited •

How can we protect patients in the era of digital medical tourism?

I recently spoke at Health Tourism & Medical Odyssey in Dubai — one of the key international conferences in the medical tourism space.

In the room: government representatives, clinics, global buyers, and digital platforms.

The agenda: the future of the industry, digital transformation, and trust.

I raised a topic that's critical for us — data privacy and transparent online transactions in cross-border healthcare.

At WellMap, we're developing a smart contract solution designed specifically for medical tourism. It will help:

- securely pay for treatments,
- store and transfer medical data safely,
- sign documents remotely and legally.

We've already applied for a grant and are working on the MVP.

I believe the industry should evolve toward a Booking.com-like model — with unified standards, clear pricing, and transparent patient journeys.

We're still far from that ideal, but our platform is built to help make it reality.

Medical tourism shouldn't remain a grey zone.

Patients need safety, clinics need access to global markets, agents need real tools, and governments need data and control.

🌟 That's the kind of ecosystem we're building at WellMap.

Thanks for organizing: **AgoraGroup**

Charlotte Galardo • 2nd
Senior Manager
1h • Edited •

This week our Global Patient Services team and **BMC | Burjeel Medical City** hosted Global Buyers and Partners at our beautiful facility.

Feeling proud and grateful for the opportunity to speak about our Global Patient Services and the incredible excellence at BMC, alongside **Dr. Mujtaba A.**, our visionary leader in innovation and CEO for BMC. We highlighted our outstanding excellence and why Abu Dhabi is becoming a top medical tourism destination.

It was a privilege to share how we are redefining access to world-class healthcare, building trust with our international partners, and showcasing why Abu Dhabi is fast becoming a leading destination for advanced medical care.

A special thank you to **Department of Culture and Tourism - Abu Dhabi (DCT Abu Dhabi)** and **AgoraGroup** for your support in making this happen.

Thank you to all our buyers and partners for the meaningful discussions and continued collaboration. Together, we are creating pathways that connect patients with the highest standards of care, compassion, and clinical excellence.

Akhdiya Mirzakarimova
Hazem Saleh
Dr. Mujtaba A.

#BurjeelMedicalCity #BurjeelHoldings #GlobalPatientServices #HealthcareExcellence #MedicalTourism #MedicalTravel #DestinationAbuDhabi #UAE



BMC | Burjeel Medical City
101,322 followers
1d • 🌐

استقبلت مدينة برجيل الطبية، بالتعاون مع فريق خدمات المرضى الدوليين، نخبة من خبراء السياحة الطبية والمشتريين من الخارج، في زيارة هدفت إلى إبراز مكانة أبوظبي كوجهة رائدة للرعاية الصحية على مستوى العالم، وخلال الزيارة، جرى تسليط الضوء على تميز برجيل السريري، ومرافقها الطبية المتطورة، وكفاءات أطبائها المرموقين، وقد نُظمت هذه المبادرة بالشراكة مع دائرة الثقافة والسياحة - أبوظبي ومجموعة أعورا.

مدينة برجيل الطبية | السياحة العلاجية | أبوظبي | الرعاية الصحية العالمية

Burjeel Medical City, together with our Global Patient Services Team, proudly hosted leading Global Medical Tourism facilitators and Buyers for an exclusive look at why Abu Dhabi is a world-class healthcare destination. The visit highlighted our clinical excellence, world class facility & physicians. The visit was coordinated in partnership with the Department of Culture and Tourism and Agora Group.

#BurjeelMedicalCity #MedicalTourism #DestinationAbuDhabi #GlobalHealthcare #MedicalTravel



المؤشر الإقتصادي
البحر - اقتصاد

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أخبار عامة

دبي تحتضن فعاليات ملتقى السياحة الطبية والعلاجية خلال الفترة 16-17 سبتمبر الجاري

· هادي ملاعب: الامارات وجهة عالمية رائدة في قطاع الرعاية الصحية والسياحة العلاجية

أساس نيوز - الإقتصاد
news - news - economics

بمناسبة دولة واسعة، أرقام قياسية جديدة في قطاع مازالتين هواريو محور الصين العظيم

دبي تحتضن فعاليات ملتقى السياحة الطبية والعلاجية 16 سبتمبر

الخليج الاقتصادي
@AlkhaleejBiz

دبي تستضيف «ملتقى السياحة العلاجية» 16 الجاري

alkhaleej.ae/node/6082806

صحيفة الخليج
#الخليج_الاقتصادي

أرقام
البحر - اقتصاد

دبي تحتضن فعاليات ملتقى السياحة الطبية والعلاجية خلال الفترة 16-17 سبتمبر الجاري

16/09/2019 5:21 مساءً

الوطن
يومية - سياسي - اقتصادي - مستشار

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اختتام ناجح لفعاليات ملتقى السياحة الطبية والعلاجية في دبي

FinTech
مبادرة التكنولوجيا المالية

الرئيسية | آخر الأخبار | دفع إلكتروني | تجارة إلكترونية | بنوك رقمية | بنك دولي | شركات ناشئة الميزيد

«دبي» تحتضن فعاليات ملتقى السياحة الطبية والعلاجية خلال الفترة 16-17 سبتمبر الجاري

LIST OF OF ALL NEWSPAPERS

Media Outlets	Date	Circulation	Reach
Al Watan	02.05.2025	64,000	196,000
Al Wahda	02.05.2025	62,000	190,000
Al Khaleej	02.05.2025	110,000	720,000 Online 346,000 Print
Alkhaleej Economy	14.09.2025	Online	52,0000
Emarat Alyoum	14.09.2025	Online	210,000
Investing 24	14.09.2025	Online	51,000
Index Economic	14.09.2025	Online	56,000
El Ettihad	14.09.2025	Online	70,000
Osool News	14.09.2025	Online	49,000
Car News	14.09.2025	Online	54,000
Arab Tec	14.09.2025	Online	60,000
Maosoa	14.09.2025	Online	42,000
FinTech Gate	14.09.2025	Online	45,000
Emirati Nas News	14.09.2025	Online	60,000
Dubai New Style	14.09.2025	Online	57,000
Argam News	14.09.2025	Online	46,000
UAE digital News	14.09.2025	Online	61,000
Dubai Global News Gate	14.09.2025	Online	74,000
Dubai hospitality news	14.09.2025	Online	69,000
Rowad El Eqtisad	14.09.2025	Online	59,000
Total Reach for Online & Print			3,303,000

PROGRAM

Day 1: Tuesday, September 16th, 2025

08:30 - 09:30 **Registration & Refreshments**

09:30 - 09:40
10 Minutes **Opening Remarks - Welcome Note**

09:40 - 10:00
20 Minutes **Keynote Welcome Address**
Mohamed Al Mheiri - Director of Health Tourism Department, Health Regulation Sector - Dubai Health Authority

10:00 - 10:20
20 Minutes **Strategic Sponsor Presentation**
Italcares: Positioning Italy as a Global Hub for Medical & Thermal Tourism
Italcares is Italy's first national initiative integrating medical and thermal tourism under one digital platform. Promoted by Federterme Confindustria with support from the Ministry of Tourism, it connects international patients and insurers to over 100 certified providers across 300+ specialties. A unique public-private model in Europe, Italcares merges clinical excellence, thermal heritage, and hospitality into a seamless, high-quality care ecosystem.
Raffaella Di Sipio - Director, Italcares (Federterme Confindustria)

10:20 - 10:30
10 Minutes **Presentation**
Cleveland Clinic
- *Introduction by Haitham Al Khamis - Director of Product Development, Department of Culture & Tourism, Abu Dhabi*
- *Prof. Georges-Pascal Haber - CEO, Cleveland Clinic Abu Dhabi*

10:30 - 10:40
10 Minutes **Presentation**
Sleep & Sleep Disorders: More Medical Wellbeing Than Wellness!
Prof. Dr. Peter Young - Medical Director, Medical Park Germany

10:40 - 11:10
30 Minutes **Panel Discussion**
Abu Dhabi's Healthcare Vision: Leading Excellence in Global Medical Tourism
A high-level panel bringing together Abu Dhabi's foremost healthcare leaders to showcase the emirate's integrated ecosystem and its role in shaping the future of medical and wellness tourism. The discussion will highlight how Abu Dhabi is redefining standards in patient care, innovation, and cross-border health journeys. Panelists will explore collaborative strategies in specialized care, digital health adoption, and patient-centric wellness, reinforcing Abu Dhabi's position as a premier global destination for health and well-being.
Moderator:
- *Mahra Alshamsi - Production Manager, Sr. Specialist, Healthcare Quality Sector*

Panelists:

- *Dr. Manel Boufaied* - Director of Clinical Operations, Healthpoint
- *Dr. Summia Zaher* - CEO, Women & Children's Care, Global Patient Care, Danat Al Emarat Hospital
- *Dr. Mujtaba Ali Khan* - CEO, Burjeel Medical City
- *Major Tom Louis* - Director of Operations, Destination Health

11:10 - 11:20
10 Minutes

Presentation**Armenia for Medical Tourism**

Dr. Narine Mamikonyan - Director, Nairi Medical Center

11:20 - 11:30
10 Minutes

Coffee Break & Networking Session

11:30 - 13:30
2 Hrs

Meeting 1 - 15 Minutes
Meeting 2 - 15 Minutes
Meeting 3 - 15 Minutes
Meeting 4 - 15 Minutes

Meeting 5 - 15 Minutes
Meeting 6 - 15 Minutes
Meeting 7 - 15 Minutes
Meeting 8 - 15 Minutes

13:30 - 14:30
60 Minutes

Prayer Break & Lunch

14:30 - 14:40
10 Minutes

Presentation**Early Neurological Rehabilitation - Bridging the Gap between Acute Care & Rehabilitation**

Stefan Boeckle - Director International Relations, Kliniken Schmieder

14:40 - 14:50
10 Minutes

Presentation**Destination Wiesbaden: Excellence in Integrated Medical Care by Helios**

- *Prof. Dr. med. Jan Gosepath* - Chief Physician Clinic for ENT, Head & Neck Surgery, Helios Kliniken Wiesbaden
- *Prof. Dr. med. Habil. S. Tritt* - Deputy Medical Director & Director of the Institute for Diagnostic & Interventional Radiology & Neuroradiology, Helios Kliniken Wiesbaden

14:50 - 15:20
30 Minutes

Panel Discussion**Digital Evolution: Transforming Wellness & Healthcare Experiences**

From AI-driven diagnostics to robotic-assisted surgeries, this panel dives into how cutting-edge technologies are revolutionizing patient care and wellness solutions. Experts will explore the role of big data analytics, virtual healthcare, and digital platforms in enhancing accessibility and operational efficiency.

Moderator:

- *Dr. Hamidreza Mahoozi* - Founder & CEO, VenaZiel Berlin MVZ

Panelists:

- *Dr. Mohammad Afzal Siddiqui* - CEO, Marlin Medical Assistance Pvt Ltd
- *Dr. Zeeshan Zaman* - Founder & CEO, Clinics on Call
- *Danish Ahmed* - Founder & CEO, Health Trip

15:20 - 16:20
1 Hr

Meeting 9 - 15 Minutes
Meeting 10 - 15 Minutes

Meeting 11 - 15 Minutes
Meeting 12 - 15 Minutes

16:20 - 16:30
10 Minutes

Presentation

Breaking Borders, Building Trust: The New Face of European Medical Tourism

Ivan Rendulic - President, European Health & Medical Tourism Association

16:30 - 17:00
30 Minutes

Panel Discussion

Redefining Boundaries: The Future of Medical and Wellness Tourism

Explore the evolving landscape of medical and wellness tourism, as global markets adapt to shifting consumer demands, technological advancements, and economic trends. This panel will discuss emerging destinations, innovations in patient care, and the strategies necessary to attract high-value wellness travelers.

Moderator:

- Mert Akkok - Founder, B2B Medical Encounters

Panelists:

- Laila Al Jasmi - Founder & CEO, Health Beyond Borders

- Fatih Ciftci - Founder & CEO, FlyMedi - Global Health Tourism Marketplace

- Murat Aydoğan - International Region Director, Memorial Healthcare Group

17:00 - 17:05

Chairman Closing Remark & End of Day One



PROGRAM

Day 2: Wednesday, September 17th, 2025

08:00 - 09:00	Registration & Refreshments
09:00 - 09:05 5 Minutes	Opening Remarks & Welcome from the Chairman of the Conference
09:05 - 09:15 10 Minutes	Presentation Sheikh Shakhbout Medical Center <ul style="list-style-type: none">- Introduction by <i>Haitham Al Khamis</i> - Director of Product Development, Department of Culture & Tourism, Abu Dhabi- <i>Dr. Hassa Saif Al Mazrouei</i> - Head of Executive & International Patient Services, Sheikh Shakhbout Medical City
09:15 - 09:25 10 Minutes	Presentation Corporate Wellness: How to Get It Right? <i>Dr. Farah Ahmed</i> - Founder, Noor Corporate Health Solutions
09:25 - 09:35 10 Minutes	Presentation How Can AI Applied to Digital Platforms Change the Scenario of Medical Tourism <i>Maria Antonietta Princivalle</i> - Founder & CEO, BookingsMed

09:35 - 10:05
30 Minutes

Panel Discussion

The Human Touch: Creating Patient-Centric Wellness Journeys

Prioritizing patient needs is at the heart of wellness tourism. This panel will highlight the importance of personalized care, holistic approaches to well-being, and the role of cultural sensitivity in designing transformative experiences for international travelers.

Moderator:

- *Dr. Narges Sheikhsari* - Executive Advisor

Panelists:

- *Prof. Dr. Peter Young* - Medical Director, Medical Park Germany
- *Verónica Rodríguez* - Director, Barcelona Medical Destination
- *Rajeev Taneja* - Director, GlobalCare Health

10:05 - 10:35
30 Minutes

Panel Discussion

Shaping the Future: Collaboration Across the Wellness Ecosystem

This session will explore how governments, healthcare providers, wellness centers, and travel facilitators can work together to create a cohesive wellness ecosystem. Discussion points include public-private partnerships, funding opportunities, and cross-border collaborations to grow the industry.

Moderator:

- *Maria Afsar Nazari* - General Secretary, European Health & Medical Tourism Association

Panelists:

- *Ivan Osotov* - Co-Founder, Wellmap
- *Prof. Dr. Franz W. Peren* - CFO, Medical Trust
- *Yana Sandberg* - CEO, Biome

10:35 - 10:45
10 Minutes

Presentation

Healing Beyond Borders: Saudi Arabia's Smart Health Tourism Vision

Ahmed Alorajj - Founder & Chairman, Saudi Health Tourism Association

10:45 - 10:55
10 Minutes

Coffee Break & Networking Session

10:55 - 12:55
2 Hrs

Meeting 13 - 15 Minutes

Meeting 17 - 15 Minutes

Meeting 14 - 15 Minutes

Meeting 18 - 15 Minutes

Meeting 15 - 15 Minutes

Meeting 19 - 15 Minutes

Meeting 16 - 15 Minutes

Meeting 20 - 15 Minutes

12:55 - 13:55
60 Minutes

Prayer Break & Lunch

13:55 - 14:25
30 Minutes

Panel Discussion

Wellness Tourism for the Aging Population

With the global population aging rapidly, wellness tourism is evolving to meet the unique needs of older travelers. This panel will explore tailored wellness experiences, from rejuvenation retreats to specialized therapies, that address physical, mental, and emotional well-being for seniors. Industry leaders will discuss how destinations and providers can adapt their offerings to create enriching and accessible experiences for this growing demographic.

Moderator:

- Afzal Kamal - Founder, Medgate Today

Panelists:

- Raffaella Di Sipio - Director, Italcare (Federterme Confindustria)

- Dr. Vahid Vahabzadeh - Co-Founder & CEO, Medicustrip

- David Schäfer - Managing Director, cereneo / Center for Neurology & Rehabilitation

14:25 - 14:55
30 Minutes

Panel Discussion

Destination Branding for Health Tourism: Lessons from Leading Market

Successful destination branding is critical in attracting health and wellness travelers in an increasingly competitive market. This panel will delve into the strategies employed by top health tourism destinations, highlighting key lessons in creating compelling narratives, leveraging cultural assets, and establishing trust through quality and innovation. Experts will share insights on how to differentiate a destination and position it as a global leader in medical and wellness tourism.

Moderator:

- Mariam Asefi - CEO, Medical Trust

Panelists:

- Vincent De Meyer - COO, Denos Medical

- Pablo Castillo - CEO, Medbrick

- Rania Kimrakji - Founder & CEO, Royalty Consultants

14:55 - 15:00

Chairman Closing Remark & End of Event

EVENT GALLERY



NETWORKING SESSIONS



ONE-ON-ONE MEETINGS



SPEAKERS



Afzal Kamal

Founder
Medgate Today



Ahmed Aloraij

Founder & Chairman
Saudi Health Tourism Association



Danish Ahmed

Founder & CEO
Health Trip



David Schäfer

Managing Director
*cereneo / Center for
Neurology & Rehabilitation*



Dr. Farah Ahmed

Founder
Noor Corporate Health Solutions



Fatih Ciftci

Founder & CEO
*Flymedi - Global Health
Tourism Marketplace*



Prof. Dr. Franz W. Peren

CFO
Medical Trust



Dr. Georges-Pascal Haber

CEO
Cleveland Clinic Abu Dhabi



Prof. Dr. med. Habil. S. Tritt

Deputy Medical Director & Director of
the Institute for Diagnostic & Interventional
Radiology & Neuroradiology
Helios Kliniken Wiesbaden



Dr. Hamidreza Mahoozi

Founder & CEO
VenaZiel Berlin MVZ



Dr. Hassa Saif Al Mazrouei

Head of Executive & International
Patient Services
Shaikh Shakhboub Medical City



Ivan Osotov

Co-Founder
Wellmap



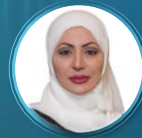
Ivan Rendulic

President
*European Health & Medical
Tourism Association*



Prof. Dr. med. Jan Gosepath

Chief Physician Clinic for ENT,
Head & Neck Surgery
Helios Kliniken Wiesbaden



Laila Al Jasmi

Founder & CEO
Health Beyond Borders



Mahra Alshamsi

Sr. Specialist
Healthcare Quality Sector



Dr. Manel Boufaied

Director of Clinical Operations
Healthpoint



Maria Antonietta Princivale

Founder & CEO
BookingsMed



Maria Afsar Nazari

General Secretary
*European Health & Medical
Tourism Association*



Mariam Asefi

CEO
Medical Trust



Mert Akkok

Founder
B2B Medical Encounters



Mohamed Al Mheiri

Director of Health Tourism
Department
*Health Regulation Sector - Dubai
Health Authority*



Dr. Mohammad Afzal Siddiqui

CEO
Marlin Medical Assistance Pvt Ltd



Dr. Mujtaba Ali Khan

CEO
Burjeel Medical City



Murat Aydoğan

International Region Director
Memorial Healthcare Group



Dr. Narges Sheikhsari

Executive Advisor



Dr. Narine Mamikonyan

Director
Nairi Medical Center



Pablo Castillo

CEO
Medbrick



Prof. Dr. Peter Young

Medical Director
Medical Park Germany



Raffaella Di Sipio

Director
*Italcares (Federterme
Confindustria)*



Rajeev Taneja

Director
GlobalCare Health



Rania Kimrakji

Founder & CEO
Royalty Consultants



Stefan Boeckle

Director International
Relations
Kliniken Schmieder



Dr. Summia Zaher

CEO, Women & Children's Care,
Global Patient Care
Danat Al Emarat Hospital



Major Tom Louis

Director of Operations
Destination Health



Dr. Vahid Vahabzadeh

Co-Founder & CEO
Medicustrip



Verónica Rodríguez

Director
Barcelona Medical Destination



Vincent de Meyer

COO
Denos Medical



Yana Sandberg

CEO
Biome



Dr. Zeeshan Zaman

Founder & CEO
Clinics On Call

PARTIAL LIST OF COMPANIES WHO ATTENDED

"Agency " 5th Avenue med & tour " LLC	CEO	Department of Health - Abu Dhabi	Sr. Analyst, Models of Care
		Destination Health	Director Operations
Adapta Consult Ltd	General Manager & Owner	DeutschMedic GmbH	Director
AM Health Hub	CEO	DoctorGEO&SPA	Sales Manager
Anavara Ltd	Country Head Germany	Dubai Health Authority	Director of Health Tourism Department, Health Regulation Sector
Assandha Company Ltd.	Deputy Managing Director		
Avanti Health & Travel	CEO	EHMTA	Vice President
Barcelona Medical Destination	Barcelona Medical Destination Director	EHTMA / Esthetic Planet	Treasure / CEO
		EmirAfrik	CEO & Co Founder
Bayparker Medical Travel Consulting	CEO	Eternity Life Tourism	Senior Medical Director
		Federterme Confindustria	Communications Manager
Biome Revive	Marketing Manager	Fundació Puigvert	International Development Manager
Burjeel Medical City	Chief Executive Officer		
Cereneo	CEO & Managing Director	Future for Patient Care	Owner
Cleveland Clinic	Chief Executive Officer	GIMI	Regional Director
Clinic Bad Ragaz	Key account Manager	Global Care Health	Head - Strategy & Growth
Clinics Profile	Director	GlobeMedz-Medical Tourism & Wellness	Founder & Medical Director
Crescent Medtours	Founder & CEO		
Danat El Emarat - M42	Chief Executive Officer, Women & Children's Care, Global Patient Care	Go Holidays FZCO	Managing Director
		HCH-Healthcare In Your Hand	Director
Denos	CEO & Partnership	Heal N Care	CEO
Department of Culture & Tourism - Abu Dhabi	Director of Product Development	Health & Tourism International Centers	CEO

Health Point - M42	Senior Vice President, Operational Excellence	Ministry of Health & Prevention	Medical Tourism Office - Health Regulation Sector
Healthcapita	COO	Moorfields Eye Hospital Dubai	Business Development Manager
Healthcare	General Manager	Mozocare (Sinodia Healthcare)	Director
Healtra	Founder	My 1 Health	Chief Executive Officer
Helios Kliniken Wiesbaden	Deputy Medical Director	Nairi Medical Center	Director & Head of Armenian Medical Tourism Association
Hirslanden Swiss Hospital Group	Head of International Sales & Marketing	Nextcare - Allianz Partners	Head of Operations
IAMEX	CEO	Noor Corporate Health Solutions	Founder
Institut Curie	Head of International Patients Office	Orient Travel	Sales Manager
Italcares	Director	Pan World Travel Tourism	General Manager
Kliniken Schmieder	Director of International Relations	Quironsalud	Head of International Business Development
LTD Yaria Tur Super	Director	RoyalMed Health Consulting	Director
Med Voyage	Director	Salka MedTour	CEO & General Manager
Medical Expert	CEO	Sheikh Shakhbout Medical City	Head of Executive & International Patient Services
Medical Park Germany	Director International Department	TASS Gateway & Travels	CEO
Medicare Global	Managing Director	Trambellir	COO
Mediglobe	Chief Health Officer	Travel Hub	Founder
Medipol University Hospital	Deputy Business Director	University Hospital Greifswald	Medical Relations Manager
Meditravel	Managing Partner	VenaZiel Berlin MVZ	CEO & Founder
Memorial Healthcare Group	International Region Director	Visit Berlin	Medical Tourism Manager
MetLife Gulf	Director of Health & Wellness	Wellmap	Co-Founder
Minerva Travel	Owner & Chairman	Wiesbaden Congress & Marketing GmbH	Marketing Manager
Ministry of Health - Iraq	Head of the Referral Department & Recruitment		

TESTIMONIALS



It was a great pleasure to participate, and I would like to sincerely thank the Agora team for the excellent organization. Everything was very well arranged, and the event offered a valuable experience with meaningful one-on-one interactions.

Overall, it was a positive and fruitful experience, and I truly appreciate the effort that made it such a success. Thank you once again for your support and professionalism.

Ayman Helmy - Senior Business Development Manager,
Cereneo | center for neurology & rehabilitation



Fundació Puigvert's participation in the Health Tourism and Medical Odyssey has been a very positive and rewarding experience. It allowed us to share the advances of our institution and showcase the opportunities we offer to international patients.

I would like to highlight the excellent organization and professionalism of Àgora Group, which made this first participation especially enriching.

Anna Codina - International Development Manager,
Fundació Puigvert



Presenting Wiesbaden at the Health Tourism & Medical Odyssey in Dubai was a great success for me. Together with our partners from Helios HSK and DKD – Prof. Dr. Jan Gosepath, Prof. Dr. habil. S. Tritt, Elena Hoppe and Grigorij Morkowkin – I had the opportunity to engage in numerous discussions with international experts. The strong interest in Wiesbaden as a medical destination was truly impressive.

Claudia Meyer - International Marketing Manager,
Wiesbaden Congress & Marketing GmbH



It was a great pleasure to take part in the congress, and I truly appreciate the warm hospitality and professional organization provided by your team.

Overall, I found the event to be very well-structured, with a strong focus on meaningful one-on-one interactions. Once again, thank you for the opportunity to be part of this event.

Rafael Hawrylikow - Medical Relations Manager,
University Hospital Greifswald



The event was organized and executed very well. The location was convenient and the size and setup was ideal.

The people I had the chance to meet were very interesting.

Stefan Boeckle - Director of International Relations,
Kliniken Schmieder



The preparation and organization were excellent, and the venue was perfectly suited to the event.

Kudos to the Agora team for their ability to coordinate such efficient one-on-one meetings both before and during the event.

Vincent de Meyer - COO, *Denos Medical*



I am grateful for the chance to engage with visionary leaders and explore Dubai's impressive healthcare facilities, which reaffirm the UAE's growing role as a hub for wellness and medical tourism.

Heartfelt thanks to Agora Group, Dubai Health Authority, and the Department of Culture & Tourism Abu Dhabi for their vision and leadership in hosting this event.

Mohammad Talib Jalal - CEO, *HCH - Healthcare In Your Hand*



As always, everything was perfectly arranged. This year I would especially like to highlight the sponsors, with whom we had the chance to connect. We established many valuable professional contacts and held highly productive meetings.

Overall, it was a very productive and inspiring experience. Thank you again for your hospitality and for making the congress such a success. I look forward to seeing the photos and to future cooperation.

Tatyana Zakharova - CEO, *Medical Expert*



I would like to extend my sincere appreciation to Agora Group for their exceptional professionalism, dedication, and vision in advancing Dubai's position as a leading destination for health tourism and medical innovation. The precision with which you bring together world-class experts and healthcare leaders reflects your deep commitment to excellence. We look forward to many years of fruitful collaboration and joint achievements.

Dr. Narine Mamikonyan - Director, *Nairi Medical Center*



Your organization was truly impeccable. The way you engaged with the institutions, the smooth execution of the panel sessions, and the professional follow-up of the B2B meetings were all highly impressive.

Taking part in such a well-organized event was definitely valuable for us, and we would be happy to join again in the future.

Elif Çeçen - International Patient Services & Provider Network Executive, *Medipol University Hospital*



It was an honor to participate and connect with so many esteemed professionals from the field.

The congress was exceptionally well-organized, with a thoughtfully curated agenda. I am grateful for the hospitality and attention to detail that made the congress both productive and enjoyable. I look forward to keeping in touch and joining your future initiatives.

Guzel Tairova - Director, *TravelCo*



Many of the ideas presented were truly new and inspiring to me, the panel topics over the two days were very insightful, and the coordination including the B2B meetings was excellent. I am truly grateful to Agora Group for creating this event, as it helps us at Macrocare expand our experience, open new horizons, and explore new destinations for medical tourism.

Abdalla Ebid - CEO & Co-Founder, *Macrocare*



A true platform for knowledge exchange, collaboration, and inspiration. The sessions were insightful, the discussions engaging, and the networking opportunities invaluable. Your work inspires the creation of solutions that bring true value to patients, partners, and the entire industry. I look forward to new joint initiatives and opportunities to shape the future of medical and wellness tourism together.

Iryna Dvorska - Founder & CEO, *Travel Hub Medical*



The event was well organized, one-on-one meetings are highly productive, networking. Speakers and panel discussions are of high standards, it filled us with knowledge. I want to thank and appreciate the Agora team again for execution of such a high class event. I will surely attend your next events also to gain these values, and I will be recommending your next events for Medical Tourism professionals who are connected to me worldwide.

Viraj Senanayake - Managing Director, *Medicare Global Connections - Sri Lanka*



I would like to express my heartfelt gratitude to AgoraGroup and the entire organizing team. This event provided an excellent platform for networking, B2B meetings, and learning from top medical providers worldwide. I look forward to future opportunities to be part of the inspiring events that AgoraGroup consistently delivers!

Maria Afsar Nazari - General Secretary, *European Health & Medical Tourism Association*



I am amazed by AgoraGroup's organizational excellence in bringing valuable information, knowledge and people together to create more value for our world. This congress was a powerful reminder: when we share knowledge and innovative vision, real transformation happens. A heartfelt thank you to AgoraGroup - keep up the incredible work!

Yana Sandberg - CEO, *Biome*



I truly appreciate the opportunity, and I am honored to be considered as a participant in such a respected event.

Conferences like these are valuable platforms for learning, sharing ideas, and connecting with experts in the field.

Once again, thank you for the invitation. I am eager to be part of this and coming events.

Dr. Ali Nooh - General Manager, *Future for Patient Care*



It was a great pleasure to join such a well-organized and inspiring event. I truly appreciated the opportunity to exchange ideas and connect with colleagues from different countries and professional backgrounds. The sessions were insightful, and the organization was excellent, which made the whole experience very valuable.

Grateful for your efforts and warm hospitality, and I look forward to future congresses.

Darya Demyanovskaya - Director, *MedVoyage International*



It was truly an honour to contribute and engage with such a diverse and forward-thinking group of professionals. I would also like to express my sincere appreciation to the entire AgoraGroup team for your kindness, generosity, and attentiveness throughout the event.

Afrina Ghazali - COO, *Trambellir*



I would like to extend my heartfelt appreciation to the organizers, speakers, and participants of the recent medical congress. Congratulations to the organizing committee for delivering such a well-structured and impactful event. I leave the event enriched with new ideas, strengthened connections, and renewed motivation to contribute to the growth of our field.

Rajeev Taneja - Director, *GlobalCare Health*



I am grateful for the opportunity to attend such meetings, which allow us to communicate with colleagues and friends, visit clinics, and eventually develop our business and help us find the best solutions for our clients.

Oxana Konkova - CEO, *"Agency" 5th Avenue med & tour " LLC*



We were truly very pleased with the entire experience – everything was well-organized, smooth, and highly professional. It was a great opportunity to connect and share insights with colleagues in the field.

We sincerely appreciate your kind invitation and hospitality. Looking forward to joining the upcoming events as well.

Elchin Baghirov - Founder & CEO, *Rhazes Global*



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