

MEDICAL & HEALTH TOURISM PAVILION

5 – 7 MARCH 2024 | [ITB.COM](https://www.itb.com)

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EXHIBITORS

MEDICAL & HEALTH TOURISM PAVILION

HALL 3.1

BOOTH 101

DEGGENDORF INSTITUTE OF TECHNOLOGY

th-deg.de

AHA HYPERBARICS GMBH

aha-hyperbarics.com

POZAR THERMAL BATHS

loutrapozar.com.gr

BOOTH 102

FIT REISEN

fitreisen.de

BOOTH 104

HTI – HEALTH TOURISM INDUSTRY

hticonference.com

BOOTH 105

HEALTH TOURISM CROATIA

hgk.com

BOOTH 106

HEALING TRAVEL

healing.travel

BOOTH 107

GREMI CLINIC

dentistiinalbania.com

BOOTH 108

EUROPEAN HISTORIC THERMAL TOWNS

historicthermaltowns.eu

BOOTH 109

BATIGOZ CLINIC

batigoz.com

BOOTH 110

PROSOMNUS

prosomnus.com

BOOTH 113

MEDIKUR REISEN

kuren.de

PROMOTION BOOTH 114

ESPA – EUROPEAN SPAS ASSOCIATION

europeanspas.eu

SLOVENIAN TOURIST BOARD

slovenia.info/en/things-to-do/spas-and-health-resorts

slovenia-spa.si

HEALING WATER & OXYGEN THERAPY WITH A YOUTH FOUNTAIN EFFECT

Taste special healing water (Radenci, DonatMG, Akvilè, Vytautas, Acqua Santa) every two hours in a **mineral water bar** and get advice from the destinations.



itb.com

You can enjoy the most valuable minerals from Europe's rich springs and prevent or alleviate many illnesses. Enhance your energy, vitality, and immunity with **hyperbaric oxygen therapy** and the impact of underwater pressure on the human body. Try the AHA Hyperbaric Systems and learn about new treatments in European spa resorts.

PROMOTION BOOTH 116

EUROPEAN HISTORIC THERMAL TOWNS

historicthermaltowns.eu

IMMERSE YOURSELF IN THE SPA CULTURE OF EUROPE

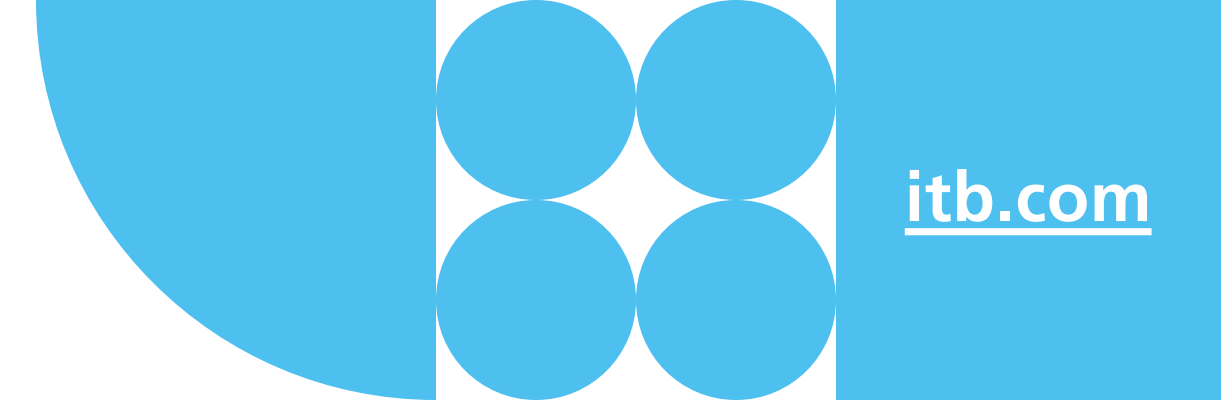
Meet the team of the European Historic Thermal Towns and the Great Spa Towns of Europe to learn more about the destinations of wellbeing & health, heritage & culture, making them attractive destinations to visit and (re)discovered.

Refresh yourself with **water tasting** from Catalonia and Budapest and relax in the **spa cinema**, where you can also restore your vitality with a **short massage** or watch and engage in some **aqua fitness activities**.

Meet those thermal destinations in person: Budapest Spas, Baden bei Wien, Catalan Thermal Towns Association, Montegrotto Terme, Ourense Province, Pozar Thermal Baths, Route des Villes d'Eaux du Massif Central.

MEDICAL & HEALTH TOURISM PAVILION

EDUCATIONAL HUB



ITB MEDICAL & HEALTH TOURISM PARTNER



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TUESDAY, 5 MARCH 2024

10:30 – 11:00

PRESENTATION

**EUROPEAN HEALTH BUYERS ASSOCIATION
POWERD BY HTI**

Ivan Rendulić, Head of HTI European Buyers Initiative,
hticonference.com

11:00 – 12:00

EXPERT TALK

**COMPLICATIONS IN MEDICAL TREATMENTS
ABROAD – HOW TO REACT?**

PANELISTS

Arzu Ada, IPC Group Director, Batigoz Clinic,
batigoz.com

Dritan Gremi, CEO, Gremi Clinic,
dentistiinalbania.com

Anduena Çela, General Director, Gremi Clinic,
dentistiinalbania.com

moderated by

Maria Afsar Nazari, MariaCares Sweden AB,
mariacares.se

12:00 – 13:00

PANEL DISCUSSION

HTI FOR CROSS-BORDER HEALTHCARE – WHERE ARE WE

PANELISTS

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

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

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

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

moderated by

Ivan Rendulić, Head of HTI European Buyers Initiative,
hticonference.com

13:00 – 13:15

OFFICIAL OPENING

ITB MEDICAL & HEALTH TOURISM PAVILION

welcome remarks by

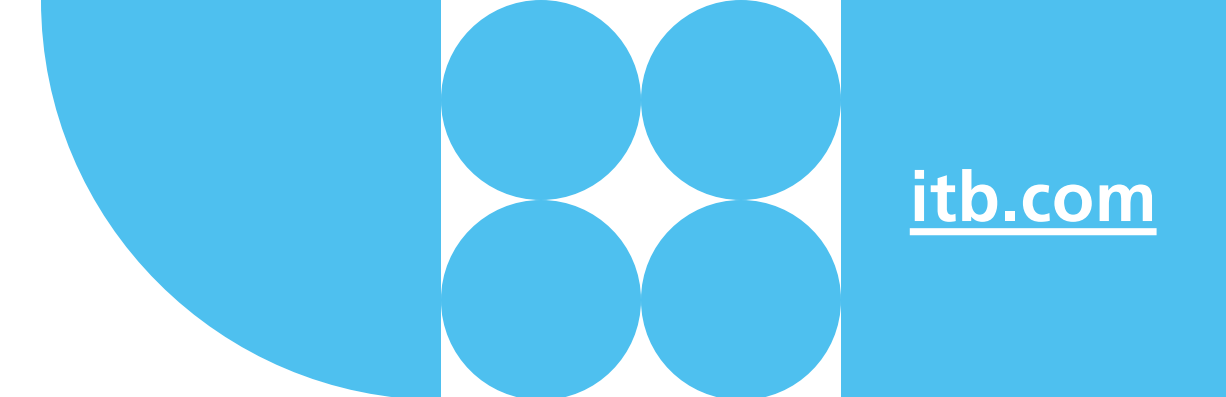
Thomas Bömkles, Medical Tourism Advisor ITB Berlin,
Diversity Tourism GmbH

Friederike Hansen, Product Manager, ITB Berlin

Rika Jean-Francois, Commissioner of Corporate Social
Responsibility, ITB Berlin

OPENING GUESTS

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



Msc. Maja Pak Olaj, Director, Slovenian Tourist Board

Ivana Kolar, President of the Association of Health Tourism,
Health Tourism Croatia

13:15 – 14:00

MEDICAL MEDIA LUNCH NETWORKING

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14:00 – 15:00

PANEL DISCUSSION

TOURISM 365 & HEALTH – TRENDS AND INNOVATIONS

PANELISTS

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

Karmen Novarlič, Head of Business Communication,
Slovenian Tourist Board,
slovenia.info/en/things-to-do/spas-and-health-resorts

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

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

moderated by

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

15:00 – 16:00

PANEL DISCUSSION

**IMPORTANCE OF BRANDING FOR HEALTH TOURISM
DESTINATION PROMOTION**

INTRODUCTION

**ZAGREB MED: PROMOTING HEALTH AND MEDICAL
EXCELLENCE FROM THE HEART OF CROATIA**

Ivan Rendulić, CEO, ZagrebMed,
zagrebmed.com

PANELISTS

Michaela Kehrer, Medical Tourism Manager, Visit Berlin,
visitberlin.de

Maria Afsar Nazari, MariaCares Sweden AB,
mariacares.se

Maitta Kotaniemi, Chairman of the board,
Medical Tourism Association Finland,
wellnify.fi

Marija Banac, Manager, Kvarner Health
Cluster Manager,
kvarnerhealth.hr

moderated by

Ivan Rendulić, CEO, ZagrebMed,
zagrebmed.com

16:00 – 17:00

PANEL DISCUSSION

**BULGARIA - A QUALITY DESTINATION FOR
HEALTH TOURISM AND THE COOPERATION WITH
THE GERMAN HEALTH INSURANCES**

PANELISTS

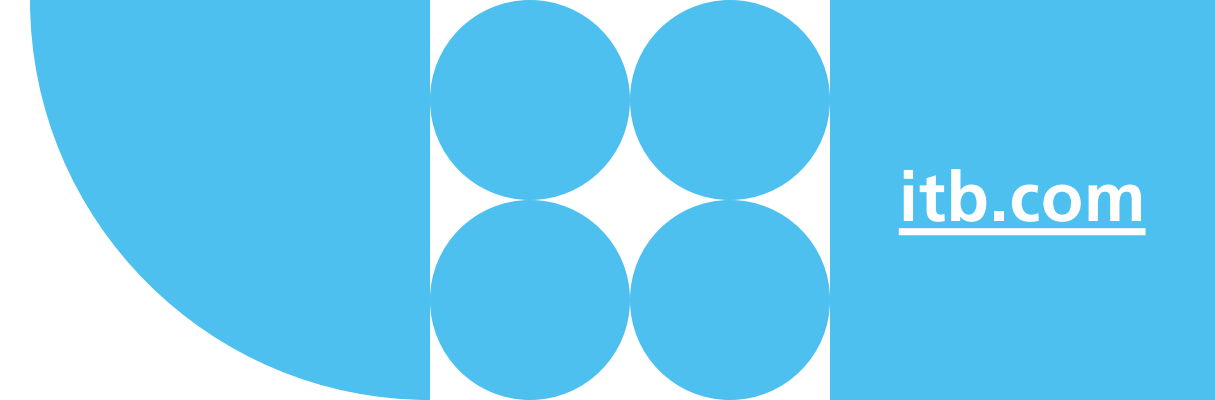
Carmen Struck, BUBSPA Representative for Germany,
bubspa.org/de

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

GUESTS

Zaritzza Dinkova, Bulgarian Minister of Tourism,
tourism.government.bg

Grigor Porozhanov, Ambassador of Bulgaria
in Germany



moderated by

Dr. Siyka Katsarova, PhD, President of BUBSPA,
bubspa.org

17:00 – 17:30

PRESENTATION

THERMALISM 4.0 – REDISCOVERING THERMAL LIFESTYLE

László Puczkó, CEO, HTWWLife,
htww.life

17:30 – 19.30

ITB MEDICAL & HEALTH NETWORKING RECEPTION

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WEDNESDAY, 6 MARCH 2024

10:00 – 10:30

PRESENTATION

**THE NEW CHALLENGES IN MEDICAL TOURISM:
DIGITALIZATION, CHANNEL MANAGER, SYNCHRONISATION,
STANDARDIZATION**

Mariaantonieta Princivalle, President of AIPTMT (Italian Association for the Promotion of Medical Tourism)
CEO & Founder, BookingsMed, bookingsmed.com
CEO & Founder, EMT-European Medical Tourism,
emtfairs.com, bookingsmed.com

10:30 – 11:00

PRESENTATION

**BARCELONA MEDICAL DESTINATION:
HIGH VALUE, HIGH COMPLEXITY**

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

11:00 – 11:30

EXPERT INTERVIEW

UNLOCKING BETTER SLEEP: SIMPLE SIENCE FOR RESTFUL NIGHTS

Dr. Michael Feld, M.D. Medical Sleep Specialist, Somnologist, General Practitioner,
dr-michael-feld.de

interviewed by

Gregory Vogel, Vice President International Business, ProSomnus,
prosomnus.com

11:30 – 12:00

PRESENTATION

SLEEP REVOLUTION: BEYOND CPAP-EXPLORING NEW HORIZONS

Prof. Dr. med. Clemens Heiser, MHBA, PhD, Otorhinolaryngologists - Head & Neck Surgeon, Sleep Physician, Somnologist,
schlafmuenchen.de

12:00 – 12:30

PRESENTATION

UNEXPECTED BENEFITS OF DENTAL DEVICES IN SLEEP MEDICINE

Dr. med. Sarah Breu, M.Sc., Dentist,
drsarahbreu.com

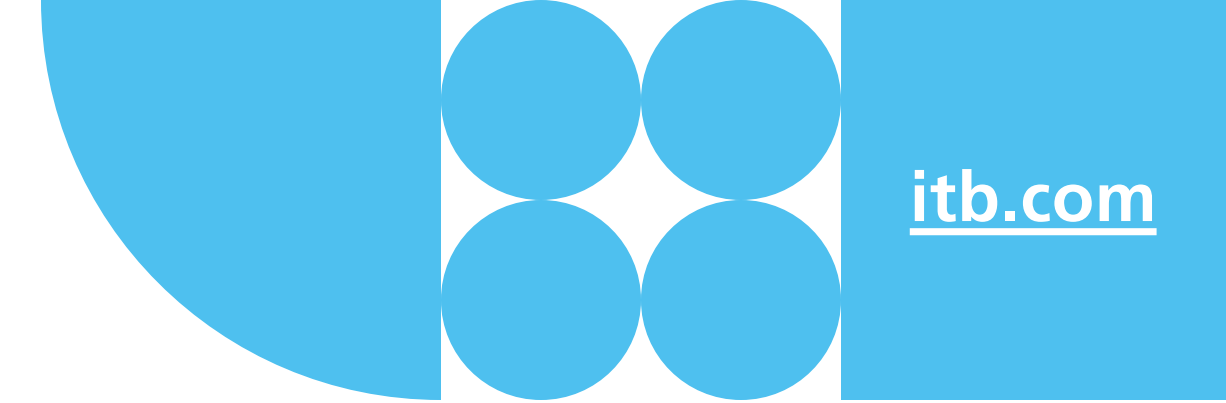
12:30 – 13:30

PANEL DISCUSSION

OXYGEN & HEALTH: UNDERSTANDING THE ADVERSE EFFECTS OF SLEEP BREATHING PROBLEMS

PANELISTS

Prof. Dr. med. Clemens Heiser, MHBA, PhD, Otorhinolaryngologists – Head & Neck Surgeon, Sleep Physician, Somnologist,
schlafmuenchen.de



Dr. Michael Feld, M.D. Medical Sleep Specialist,
Somnologist, General Practitioner, Private Practice,
dr-michael-feld.de

Gregory Vogel, Vice President International Business,
ProSomnus,
prosomnus.com

moderated by

Dr. med. Sarah Breu, M.Sc., Dentist,
drsarahbreu.com

13:30 – 14:00

PRESENTATION

**TRAVEL TOWARDS HAPPINESS WITH GREMI CLINIC
IN ALBANIA: WHERE EVERY STEP IS A SMILE**

Anduena Çela, General Director, Gremi Clinic,
dentistinalbania.com

14:00 – 14:30

PRESENTATION

HEALTH TOURISM IN CROATIA

Darija Todtling, Head of Product Development
Department, Croatian National Tourist Board,
croatia.hr

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

14:30 – 15:00

PRESENTATION

**CLIMATE SPA FOR HEALTH UPGRADED WITH VIRTUAL
REALITY TECHNOLOGY**

Martin Plachy, CEO, Royal Spa,
royalspa.cz

15:00 – 15:30

PRESENTATION

**HERITAGE AND RESPONSIBILITY – A SUSTAINABLE BATH
WORLD**

Ildikó Szüts, CEO, Budapest Spas,
spasbudapest.com

Szilvia Czinege, Director Marketing & Sales,
Budapest Spas,
budapestspas.hu

15:30 – 16:30

PANEL DISCUSSION

**IS SUSTAINABLE TOURISM THE BEST KEPT SECRET
OF EUROPEAN SPA TOWNS?**

KEY NOTE

**THE GREAT SPA TOWNS OF EUROPE:
RESPONSIBLE DESTINATIONS**

Chiara Ronchini, Secretary General, Great Spa Towns
of Europe,
greatspatownsofeurope.eu

PANELISTS

Klaus Lorenz, Tourism Director, Baden bei Wien,
baden.at

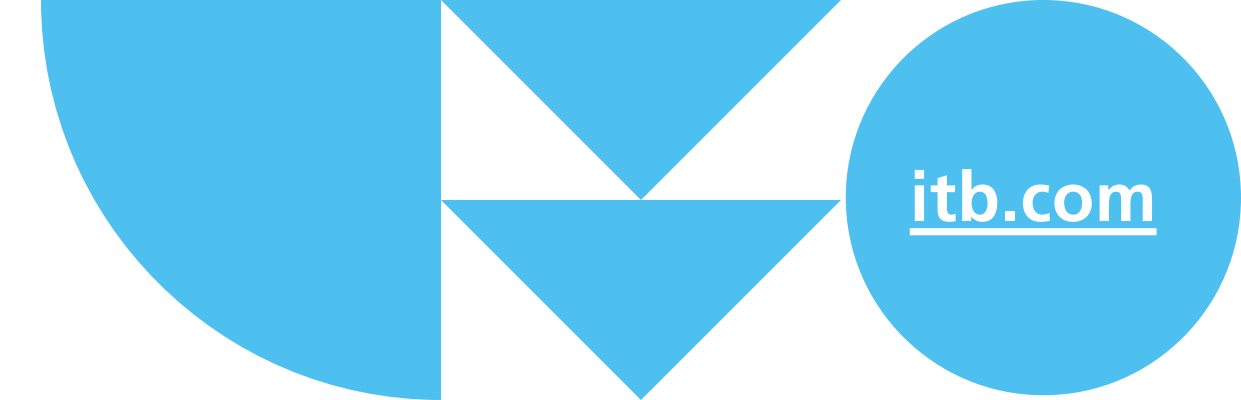
Carme Germà, Councillor for Tourism and Thermalism,
Caldes de Montbui/Catalunya Thermal Towns Association,
catalunyathermal.cat

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

Iztok Altbauer, President, Association of Slovenian
Natural Spas,
slovenia-spa.si

moderated by

Markos Danas, Vice President, European Historic
Thermal Towns Association,
historicthermaltowns.eu



16:30 – 17:30

PANEL DISCUSSION

MEDICAL TOURISM MANAGEMENT: APPROACHING GENERATION Z AND NEW TARGET GROUPS IN THE SPA INDUSTRY

Frank Halmos, CEO, Ensana Health Spa Hotels, ensanahotels.com

Iztok Altbauer, Managing Director, Slovenian Spas Association, slovenia-spa.si

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

Doan My Van, Student, International Tourism Management Master, Deggendorf Institute of Technology, th-deg.de

Oluwamodupe Oduyoye, Student, International Tourism Management Master, Deggendorf Institute of Technology, th-deg.de

moderated by

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

19:00 – 22:00

ITB MEDICAL & HEALTH NIGHT

presenting the **ITB MEDICAL & HEALTH TOURISM AWARD 2024**

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THURSDAY, 7 MARCH 2024

10:00 – 10:30

PRESENTATION

DEVELOPMENT OF THE INDIAN MEDICAL TOURISM MARKET

Benny Thomas, Publisher & Editor, FM Media Technologies Pvt Ltd., ayurvedamagazine.org, asianmeditour.com

10:30 – 11:00

KEY NOTE SPEECH

INNOVATION AND AI FOR GROWTH OF MEDICAL TOURISM AND WELLNESS

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

11:00 – 12:00

PANEL DISCUSSION

FINDING QUALITY IN GROWING NUMBER OF HEALTH TOURISM DESTINATIONS AND PROVIDERS

PANELISTS

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

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

Melita Bartoš, Head of Sales and Marketing, Daruvarske Spa, daruvarske-toplice.hr

Thomas Bömkes, ITB Medical & Health Tourism Advisor, Managing Director, Diversity Tourism GmbH, diversitytourism.com

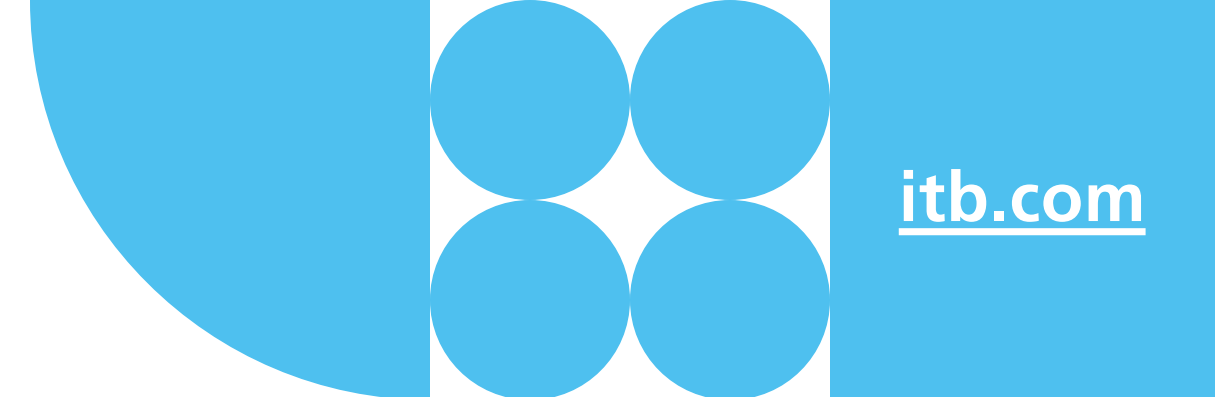
moderated by

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

12:00 – 13:00

PANEL DISCUSSION

THE LGBTQ+ COMMUNITY: A LUCRATIVE NICHE MARKET FOR MEDICAL & HEALTH TOURISM?



PANELISTS

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

Rika Jean-Francois, Commissioner of Corporate
Social Responsibility, ITB Berlin,
itb.com/medicaltourism

Thomas Bömkes, Managing Director, Diversity
Tourism GmbH,
diversitytourism.com

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

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

13:00 – 13:30

PRESENTATION

THE SLOVENIAN HEALTH & SPA RESORTS – MY WAY

Iztok Altbauer, Managing Director,
Slovenian Spas Association,
slovenia-spa.si

13:30 – 14:30

PANEL DISCUSSION

**HEALTH TOURISM – NEW TRENDS: NUTRITION,
SPORT & FITNESS**

PANELISTS

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

Riccardo Mortandello, Mayor of Montegrotto
Terme & EHTTA President,
montegrotto.org

Dr. Márta Fazekas, Program Director, Hungarian
Tourism Agency,
visithungary.com

Ivan Rendulić, Consultant, HTI,
hticonference.com

moderated by
Simone Zagrodnik, Executive Director, European
Historic Thermal Towns Association,
historicthermaltowns.eu

14:30 – 15:00

PRESENTATION

**SPORT IS WELLNESS: BENEFIT EXPERIENCE IN
THERMAL WATER**

Enrico Rota, Business Development Manager & Trainer,
Aquaemotion Montegrotto Terme (Italy),
aquaemotion.org

15:00 – 15:30

PRESENTATION

THERME – A NEW FORM OF SOCIAL WELLBEING

Robert Solomon, Vice-President of Project Operations
Therme Group,
thermegroup.com

15:30 – 16:30

PANEL DISCUSSION

FITREISEN HEALTH & WELLNESS TALK

What are the latest trends? How should we develop our products?
Join us for an insightful talk with **Dr. Prem Jagyasi** from India and
other experts sharing their experiences and observations of the
market.

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