



AGENDA
INTERNATIONAL FORUM FOR HEALTH TOURISM
18- 20 November 2015, Bucharest, Hotel Caro

Day 1

Wednesday, 18 November

15.30 – 16.00 – Registration and welcome coffee

16.00 – 16.30 – **Official opening**

16.30 – 17.00 – Coffee break

17.00 – 18.30 – **Opportunities offered by Romania as a destination for health tourism**

18.30 – 19.30 – Dinner

Day 2

Thursday, 19 November

09.00 – 09.30 – Welcome coffee

09.30 – 10.30 - **Section I: Advantages offered by Romania as a destination for health tourism: the patient's perspective**

10.30 - 11.00 – Coffee break

11.00 – 12.30 – **Section I: Quality in health services – a source of international competitiveness**

Themes:

- Quality standards in the Romanian medical system – sources of competitiveness
- Internationally competitive health services

12.30 – 13.00 – Coffee break

13.00 – 14.00 – **Section II: Issues regarding the safety of international patients in Romanian medical facilities**



Themes:

- Safety of international patients: safety measures in Romanian medical facilities

14.00 – 15.30 – Lunch

15.30 – 17.00 – **Section II: Exporting health services – marketing health tourism**

Themes:

- The demand for health tourism services: potential markets
- Solutions for promoting health tourism on the international market: developing a network of info points in targeted sending areas
- Directions in the international advertising of health tourism: the offer of services

17.00 – 17.30 – Coffee break

17.30 – 19.00 – **Workshop: solutions for exporting health tourism services**

19.00 – 21.00 – Dinner

Day 3

Friday, 20 November

09.00 – 09.30 – Welcome coffee

09.30 – 11.00 – **Section III: The cluster – an entity for advocating its members' interests in the export of health services**

11.00 – 11.30 – Coffee break

11.30 - 12.30 – **Conclusions**