



Anfaş
Hetex

2nd Health, Spa&Wellness, Thalasso, Thermal
and Medical Tourism Exhibition



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TURKSPA 2. HEALTH TOURISM DAYS PROGRAM

4 MARCH 2010 THURSDAY

PANEL; THERMAL SPA AND WELLNESS TOURISM IN TURKEY; VIEWS FROM EUROPE AND NORTH AMERICA

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| 13.30-14.00 | European trends in thermal spa and health tourism
Dr. Sigrun Lang,
President, ESPA (European Spa Association), Brussels (Belgium) |
| 14.00-14.10 | Discussion |
| 14.10-14.40 | Thermal, Spa and Wellness Tourism in Turkey; Quo Vadis?
Prof. Dr. M. Zeki Karagülle,
President, TURKSPA (Turkish Spa Thalasso and Health Resorts Association),
Istanbul (Turkey) |
| 14.40-14.50 | Discussion |
| 15.00-15.30 | COFFEE BREAK |
| 15.30-16.00 | How American consumers can be attracted by Turkish Thermal Spa and Wellness Facilities?
Camille Hoheb,
Los Angeles (ABD) |
| 16.10-16.40 | Wellness and Health Holidays in Turkey; Spa, Thalasso or Thermal?
Dr. Andrea Sydow
TUI Vital, Hanover (Almanya) |
| 16.40-17.00 | Discussion |



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5 MARCH 2010 FRIDAY

TURKEY WILL BE A SHINING STAR IN MEDICAL TOURISM

- 10:30-11:00** **The Dynamics of Turkey in Medical Touri**
Uzm. Dr Sinan İbiş, Turkey, Head of Medical Tourism Association / Flavius
International Medical Travel Organisation
- 11:00-11:20** **Turkey and Medical Tourism; Conflicting Points and Possibilities**
Prof.Dr. David Vequist, ABD Center for Medical Tourism Research
/University of the Incarnata World San Antonio
- 11:20-11:40** **The Role of Accreditation in Creating Tourism Potentials**
Prof.Dr. Steve Green, England, Trend Accreditations
- 11:40-12:00** **Coffee Break**
- 12:00-12:20** **The Struggle Against the Stream: The Difficulties in Building Health Services
Capacity**
David Axon, England, Abermed Consulting
- 12:20-12:40** **How to be Successful in Medical Tourism**
Jeffrey Carter Green, USA, Patiens Without Borders
- 12:40-13:00** **Evaluation Break**
- 13:00-14:20** **Lunch**
- 14:20-15:00** **Insurance Methodologies in Medical Tourism Finances**
Armanda F. Polanko, USA, Texas Benefit
- 15:00-15:40** **Professional and Legal Risks in Medical Tourism**
Dr. Ming Keng Teoh, England, Medical Protection Society
- 15:40-16:20** **To Increase Income by Protecting Medical Tourists**
Leila Wilcox, England, Angelis Insurance UK
- 16:20-16:40** **Evaluation**
- 16:40-17:00** **Ceremony**



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6 MARCH 2010 FRIDAY

NEW APPROACHES AND NEW CONCEPT IN SPA MARKET ,QUALITY,HEALTH TOURISM

MODERATORS

Prof.Dr. Çimen Karasu

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|-------------|--|
| 13.30-13.35 | Opening |
| 13.35-14.05 | Spa Market and Quality :Turkey Model Quality Standards
Lecturer Nihat AYÇEMAN(Massage and Natural Therapies Association,Antalya-TURKEY) |
| 14:10-14.40 | A New Concept in Health Tourism:"Long Life Villages"
Prof.Çimen KARASU(Anti aging and Aesthetic Medicine Association,Ankara-TURKEY) |
| 14:45-15.10 | Coffee Break |
| 15.15-15.45 | New Approaches in HealthTourism Relations of Europe and Turkey
Dr. Serdar BEKLEN(Europe Turkish Medical Staff Union) |
| 15.45-16.15 | Anti-Aging Medicine and Applications in Health Tourism
Dr.Jean- Pierre Naim,(Swiss Academy of Anti-Aging Medicine – SAAAM) |
| 16.15-16.45 | The Standarts and The Importance of Quality Certifications in Spa &Wellness Centers, and The Road to Follow
Philipp Staats, Europe Wellness Institute |
| 16:50 | Closure |