

PROGRAM DRAFT

AFRICAN MEDICAL TOURISM CONGRESS

TUNISIA 2020



Theme of the Congress:
Challenges of health tourism.
The emergence of Africa

Health tourism - Investment promotion and Export of health services
Spa-thalassotherapy tourism, Wellness tourism
Seniors tourism, Accessible health tourism

Friday November 20, 2020

Friday, November 27, 2020		
8:30H-09:30H	Registration	
9:30H-10:00H	Inauguration of the AMTC - TUNISIA Exhibitor space visit	His excellence Health Minister
10:00H-10:30H	Opening ceremony of the AMTC- TUNISIA congress - Welcome speech by the president of the congress - Speech of the Minister of Health - Speech of the official guests and partners	
10:30H-11:00H	* The future of health care Personalize health with genetics: cancer, heart disease, drugs and beyond * Government challenge Faced with investments in health services - Strategy of the Ministry of Health in investing in health services - Approach of the Ministry of Tourism in the promotion of medical tourism	
11:30 H-12:00H	- Coffee break and networking	
1. Unprecedented challenges facing the health tourism industry worldwide; what is the future?		
12:00H-13:30H	Challenges facing health tourism as a part of the global travel industry -The effect of COVID19 on health tourism fields, medical financial and logistic. - How medical tourism facilitator mitigate the effect of the pandemic. - Contribution of the pharmaceutical industry in the medical tourism sector	
13:30H-15:00H	Lunch and networking	
2. Create a health destination of choice by using and transforming local services: -Multidisciplinary offer of medical tourism and health in Tunisia		
15:00H-16:15H	Assessment of the advantages of health tourism and related services in TUNISIA. - Potentials and performance of medicine in Tunisia -Thermal medical tourism: From preventive to treatment and from treatment to relaxation- Wellness Tourism Development globally - opportunities to attract international travellers- Senior Tourism / Geriatrics / Recovery/accessible health tourism.	
16:15H-16:45H	Coffee break and networking	
16:45H-17:30H	Medical characteristics, health and assets outside Tunisia -Presentation of Participating Clinics	

17:30H–17:45H	Summary of the first day	

Saturday November 21, 2020

3. Opportunities for investors, partners and entrepreneurs		
10:00H-10:45H	Investment opportunities and challenges - Facilities and advantages of investors in medical tourism	
10:45H-12:00H	Entrepreneurs and small business owners as strategic partners - Convalescent center - Re-education center - Retirement homes - Senior centers - Alzheimer Center - institutional care and life project for people in institutions - Medical and health wellness centers by water (Resort-Day Spa, Medi Spa, thermal center, thalassotherapy center, etc.)	
12:00H-12:30H	Coffee break and networking	
12:30H-13:30H	Public-private partnerships can bring immense added value, multiplying the benefits for communities and stakeholders. - Public and private partnership strengthening medical tourism in the GCC countries	
13:30H-15:00H	Lunch and networking	
4. Provide the best experience for medical and health tourists		
15:00H-16:30H	Quality of medical and health tourism - Ensuring the safety and satisfaction of medical tourists International standards and best practices in medical tourism: -Quality approach in a clinic: which one to choose -Development of accreditation and prospects in Tunisia -Transport and medical evacuation in medical transport Continuing medical education and its impact on medical tourism	
16:30H-17:00H	Coffee break and networking	
17:00H-17:30H	International regulations and health insurance affecting return on investment, patient outcomes and satisfaction -Insurance needs and solutions throughout the health tourism value chain -Medical travel The future of health insurance: the global dilemma of health insurance	

17:30H–17:45H	Summary of the second day	
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Sunday November 22, 2020

5. Marketing in medical and health tourism: Building a solid and sustainable destination		
10:00H–11:00H	Application of marketing and health principles <ul style="list-style-type: none"> - Conventional and Digital Marketing of Medical Tourism - Medical ethics and marketing in medical tourism - website and internet best practices for medical and health Tourism - Norms and standards of medical IT: the efficiency of the IT system for medical tourism 	
11:15H–11:30H	Coffee break and networking	
6- A new era in medical tourism: will it be the decade of Africa?		
11:30H-12:00H	Africa: The real need to join forces <ul style="list-style-type: none"> - The support of the private health sector in increasing the supply of health care in Africa: Realities and perspective - Healthcare industry investment in Africa; Experience, man power and infrastructure. - Health tourism as a part of global diplomacy 	
12:30H–12:30H	The future of Tele-Medicine and its development in our MENA region. <ul style="list-style-type: none"> - E-Health in the innovation of medicine - What is Tele-medicine role in developing a successful health tourism business? - Software, mobile application and hardware needed. - Regulation, legality, ethics and training needed. 	
12:30H–13:00H	Summary of the 3rd day Conferences conclusions and recommendations Closure of the African Congress of Medical Tourism AMTC – TUNISIA	His excellence Tourism Minister
13:30H–15:00H	Lunch	

15:00H-18:00H

workshops:

1. Developing sustainable Medical tourism strategies
2. Developing perfect PPC in Medical Tourism
3. Branding and positioning of health tourism destination
4. Marketing plans for developing health tourism programs.