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Istanbul medical tourism fair

and CONGRESS

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11-13 June 2014
Istanbul Congress Center

TÜRKEL FAIR ORGANIZATION

THIS FAIR IS ORGANIZED WITH THE PERMISSION OF
THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY
IN ACCORDANCE WITH THE LAW NUMBER 5174





During recent 10 years, with its modern hospital, specialist doctors and with its technological infrastructure Turkey gained the capability to serve with the European standards.

Unique and strategic geographical location of Turkey, its close proximity to Europe, Asia and Central Asia, its access from many countries in a short time by plane made Turkey an attraction location for health Tourism.

Due to the high costs of the health expenditures in developed countries we observe that the individuals benefitting from health services prefer the countries with lower costs.

Experts state that during the recent years medical institutions are serving many foreign national patients and majority of these are the health tourists who are visiting our country through the mediation works of professional agencies.

We observe the same in Thermal, Spa & Wellness and in Advanced Age and Handicapped Tourism. Both regarding the natural sourced and the facilities, potential of Turkey in this field is extremely high.

Development of health tourism sector generally all over the world, which is in fact one of the most favorite sectors of the recent years continues to show its influence also on Turkey since the last decade. Parallel to the rise of the health sector in our country, **Istanbul Medical Tourism Fair and Congress** which will be organized by Türkel Fair Organizations between on **11th -13th June 2014** in Istanbul, will be realized at **Istanbul Congress Center**.

In this organization we specifically focused on the attendance by Middle East Countries and Balkan Countries, African Countries, geographies speaking Russian and specifically health tourism organizers and health professionals in Turkic Republics which have close cultural relations with Turkey.

Under the scope of the organization, in addition to African countries, Africa, Azerbaijan, Uzbekistan, Turkmenistan and Kazakhstan, many health tourism experts from former Soviet Countries such as Georgia, Ukraine and Moldavia will convene at Istanbul Medical Tourism and Congress to meet Turkish Health Institutions and Thermal Facility Professionals in order to evaluate the opportunities to collaborate.

HEALTH
INSTITUTIONS

HEALTH

HOSPITAL

Turkey holds the **second place in the world** with the number of its accredited health Institutions regarding **patient care quality and organization management.**

Private Hospitals in Turkey comply with the European Standards both in physical and technological terms. Many private Hospitals, proving their services comply with the quality standards, are accredited by JCI in patient care quality and organization management.

INSTITUTIONS

In Turkey the total number of the hospitals is 1.390 and 600 of them are private Hospitals.

The health facilities possessed by our Country, skilled manpower, technological infrastructure and gained experiences present a significant attraction location regarding health tourism; and with its one billion people potential who are only a 4 hours flight away, our country hold the position of being an attraction location in health tourism. By the courtesy of the private hospital investments made during the recent years, Turkey having gained a serious infrastructure, also increases its revenue shares from the health tourism which now reached to 400 billion dollars. 2023 target of Turkey's health sector is to serve to 2 million international patients and to obtain revenue of 20 billion dollars.

Istanbul and Ankara being ahead, public and university hospitals are installed with the latest state of the art in technology. In Turkey at many hospitals advanced technology treatments are provided in oncologic treatments, cardiovascular surgery, orthopedics, brain surgery, and pediatric surgery, aesthetic surgery, in ophthalmic and dental treatments. Again in these hospitals are capable in Cyberknife, robotic surgery, MR services, bone marrow, and organ transplantation.

When we regards existing geographical location and historical richness of our Country, the climate, existing tourism and health infrastructure, the successful works of the private sector in this field; it is apparent that our conditions are extremely fit for health tourism.

Advanced Age- Old Age Care- Handicapped Tourism



Geriatrics tourism movement increasing fast generally in the world is considered as a significant potential from the point of health tourism. Access to the health services generally over the world signifies the importance of the geriatrics tourism. Aging on the world population and longer life of human in developed countries, made the tourism organizers to direct themselves to tourism types to which aged people attend. Yet, world population is aging and particularly in developed countries the average human life is becoming longer along with the advanced medicine. Holiday needs of this group is mainly tended to warm climate and health tourism. Advanced age tourism, old age care, rehabilitation services at clinic hotels, special care for handicapped and tour organizations, etc. services are preferred. Clinic hotels, recreation areas (entertaining), holiday villages and care houses are the service locations.

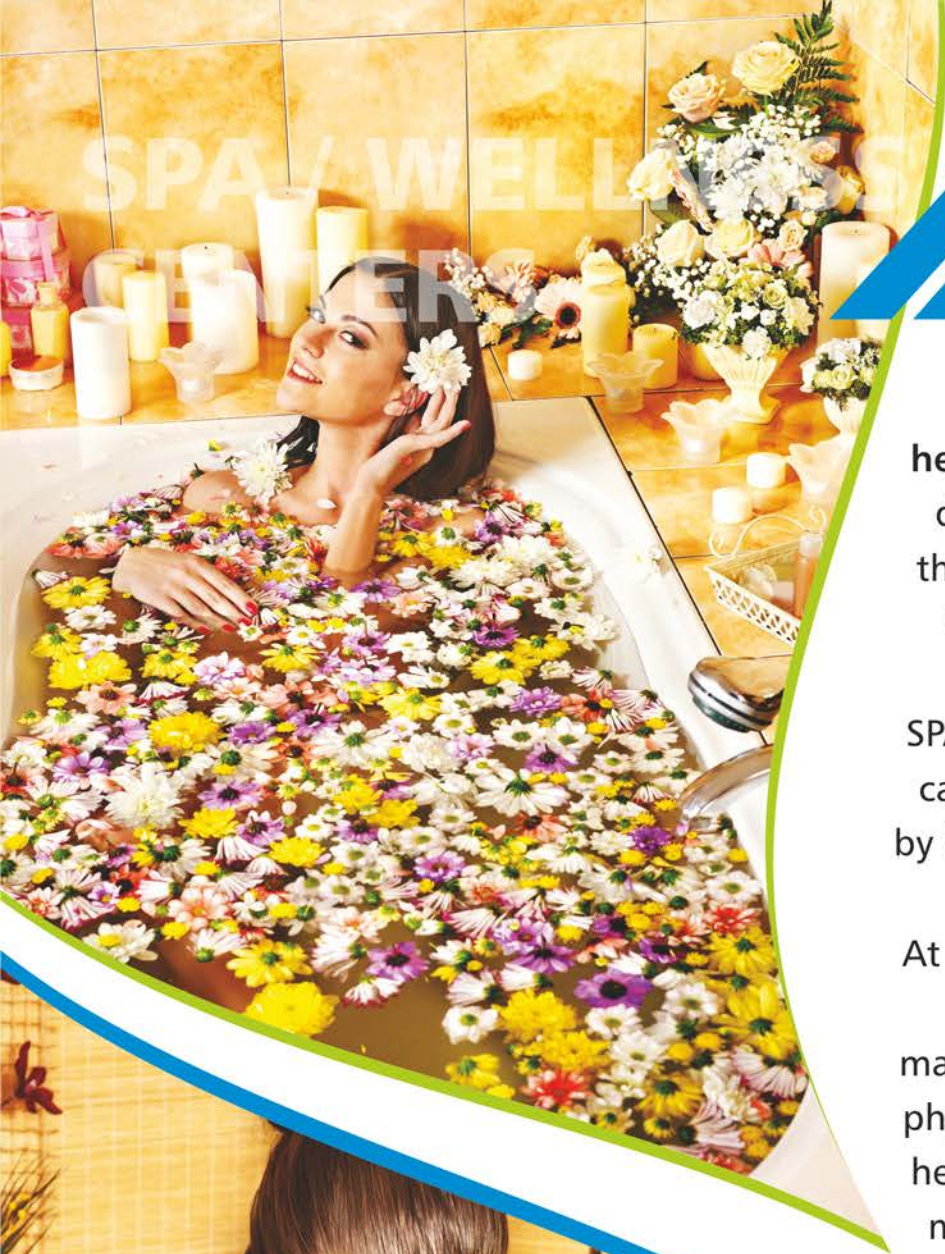
THERMAL FACILITIES

THERMAL FACILITIES



Turkey is ranked as seventh in the world in terms of Thermal Water

Turkey has a great importance in terms of thermal water resources. The country's thermal waters, as well as a variety of physical and chemical properties of the flow and temperature of thermal waters in Europe are of a superior quality. In recent years, developing health tourism has accelerated investments rapidly. In terms of thermal sources, Turkey is the 7th country in the world and there are many thermal hotels located in Turkey. These hotels are very comfortable combining different architectural lines, guests with friendly staff and excellent hospitality. There are 190 certified Thermal Plants in 46 provinces in Turkey.



SPA / WELLNESS CENTERS

“Salus per Aquam” (SPA) meaning health coming from water and wellness describing possession of a good state in the mind, in the body, in the spirit and in the relations, started to be pronounced very often during the recent years. SPA and Wellness services, including body cares performed by natural products and by healthy life methods, developed rapidly in last years. At Spa and Wellness centers in Turkey and also at the Spa Centers in the Hotels, many Spa-Wellness applications tended to physical and spiritual regeneration aiming health and beauty and also other therapy methods are being performed under the supervision of experienced specialists.



**Health
Coming
from
Water**

HEALTH TOURISM TRAVEL AGENCIES CONSULTANCY FIRMS

HEALTH TOURISM TRAVEL AGENCIES CONSULTA FIRMS

The lack of work permits and regulative rules and laws in relation to mediator companies, both in developed and in developing countries, has played a determining role until now on this rapidly developing international health industry.



There are numberless reasons for patients to have their medical treatments in foreign countries. While on one hand the number of the patients preferring to travel abroad is increasing rapidly, on the other hand “the requirements to establish direct contact with the patients who travel abroad” and consequently, mediator institution business opportunities increased in parallel in recent years.

On the other hand “requirement of protectorate in this sector which hold an informed and impartial identity in this issue”, is a fact which needs to be decided on for this new business sector in health sector. Thereby, health tourism service providers who are informed on the subjects, depending on the medical state, personal preferences of the patient and existing options at the hospitals, will be able to provide impartial and more comprehensive services introducing “added values”.

Besides, from the point of patients, hospitals and paying institutions (insurance companies, employer companies, government) trusting that they will receive a better treatment with the help of “impartial” and “expert” institutions, ability to evaluate the service quality and ability to measure the risks, poses critical significance.

If you are willing to obtain quality, economical and safe health services which you may ornament with the cultural and historical richness of Turkey

YOU ARE INVITED TO TURKEY FOR HEALTH TOURISM

World countries now know Turkey as a new health partner and a rising medical tourism center. Turkey, combining medical and thermal tourism sources in its possession with the spa and wellness facilities with the five star hotels, presents quality and cheap packages to the health tourist.

Do Not Travel That Far for Health

Turkey has the position as a cross road between Europe, Asia and Central Asia owing to its unique and strategic geographical location. Access to Turkey is very easy and short by plane form many countries.

Turkey has combined its warm welcoming tradition with its approach to medical tourism services. As soon as the first step of the health tourist in Turkey; until his/her depart to his/her home country, all of the services which s/he may need are met by specialist health personnel and responsible personnel of the agencies.

You will not encounter problems in communication

Turkey has very well trained and educated human power for health sector. You do not encounter communication problems with the doctors and health service providers who have foreign language skills.

Health tourist can easily have responses to any questions in his/her mind. Additionally, preoperatively and postoperatively, both the doctors and the nurses provide sufficient information to the health tourist undergoing a treatment and thereby providing high spirit to the patient.

Quality of the Hospitals is Approved

Health tourist can obtain economic and quality health services in Turkey. No concessions are made in the quality of the health services. Quality of Health Services in Turkey is approved by international institutions.

Your Health is Secured

In Turkey maximum significance is paid on Patient Rights and Patient Safety. Therefore, law suits submitted due to malpractice are almost zero. Health of the tourist coming to Turkey as a guest is secured.



**WHY SHOULD
YOU ATTEND**

ISTANBUL MEDICAL TOURISM FAIR?



The direct organization for the Professional target groups,

Turkey being the fastest-growing country in world medical tourism sector,

Istanbul being the capital at Turkey's medical tourism,

Istanbul being the most appropriate city for the transportation to thermal health and thermal spring centers,

The opportunity to meet new and potential customers with direct interaction,

B2B meetings,

Panels about the subjects of Medical Tourism, Thermal Health, Thermal Spring, Spa & Wellness,

The opportunity to be together with the key players of world health tourism sector within the same of organization

Being up-to-date about all the developments of world health tourism.

EXHIBITOR PROFILE

- Public & University Hospitals
- Private Hospitals & Health Institutions
- Tooth & Chin Surgery Centers
- Eye Hospitals
- Test- Tube Baby Hospitals & Centers
- Hair Planting Clinics & Centers
- Plastic Surgery & Aesthetics Clinics
- Physical Therapy & Rehabilitation Centers
- Alternative Medicine Centers
- Eld (Geriatrics) and Disabled Clinics & Centers
- Healthy Life- Weight Loss and Diet Clinics
- Health Tourism Travel Agencies
- Health Tourism Investment and Intermediary Corporations
- Thermal Health, Treatment and Thalasso Centers
- Spa & Wellness Centers
- Thermal Health Hotels
- Thermal Province, County and Towns
- Development Agencies
- Spa & Wellness Hotels
- Land, Air and Sea Ambulance Services Companies
- Medical Cosmetic Companies
- Spa & Wellness Investment Companies
- Spa & Wellness Cosmetic Companies
- Insurance Companies
- National & International Social Security Companies
- Accredited Health Centers & Sectorial Associations
- Health & Health Tourism Media Companies

VISITOR PROFILE

- Public & University Hospitals
- Private Hospitals
- Health Centers, Special Treatment Centers & Clinics
- Hospital, Health Center and Clinic Management Teams & Professionals
- Medicine Professionals
- National & International Health Tourism, Thermal Tourism, Spa & Wellness Tourism Tour Companies & Professionals
- Health Tourism Professionals
- Medical Tourism Professionals
- Thermal Tourism Sector Professionals
- Spa & Wellness Sector Professionals
- Health Tourism Municipalities & Local Government
- Thermal Tourism Municipalities & Local Government
- National & International Health Tourism Investment Companies
- National & International Health Tourism Buyer Delegation Groups
- National & International Medical Tourism Investment Companies
- National & International Medical Tourism Buyer Delegation Groups
- National & International Thermal Tourism Buyer Delegation Groups
- National & International Thermal Tourism, Spa & Wellness Tourism Investment Companies



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**Since 1993,
TURKEL has been
everywhere...**

TURKEL FAIR ORGANIZATION

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Turkel Fair Organization Inc has been operating in the trade fair sector for the duration of 20 years with its organization experience on the international stage, its strong infrastructure, and professional staff and it has played an important role in the promotion of Turkish export companies, their services and development of their export.

Since its establishment, Turkel Fair Org. has organized sectorial trade fairs with wide participation aimed at sectors such as Leather Apparel and Fur, Textiles and Garments, Home Textiles, Furniture, Design, Fabrics and Garments Auxiliary Industries, Jeans and Sportswear, Building, Construction, Electricity, Food, Medical, and Automotive Supply Industries in countries such as Russian Federation, Ukraine, Belarus, Baltic Republics, Poland, Germany, Italy, Greece, Hungary, Denmark, Spain, Portugal, Latvia, Romania, Tunis, Egypt, Israel, Jordan, Kenya, Ghana, Sudan, Syria, Nigeria, Venezuela, Canada, South Africa, Singapore, Hong Kong, Kazakhstan, Tatarstan, Qatar, Kuwait , Republic of China, Brazil, Saudi Arabia, U.A.E., Zimbabwe, Uganda, Chile, and Morocco.

Turkel Fair Org., operating in the fair sector since 1993, has accomplished 255 fair organizations, with a total area of 400.000 sqm and more than 12.000 Turkish exporters. Turkel Fair Org. was granted with an Authorization Certificate given by the Under secretariat of the Prime Ministry for Foreign Trade (DTM) and the "Local Fair Organization License)" given by the The Union of Chambers and Commodity Exchanges of Turkey (TOBB). Having accomplished successful trade fair organizations in many countries since 1993, the company has obtained ISO 9001:2000 Quality Management Certificate in 2003. Turkel was granted to the status of UFI (The Global Association of the Exhibition Industry) full member in the category of fair organizers in October 2005.

Turkel Fair Org. is the leading company which is open to improvements as well as innovations with a qualified team of 80 professionals employed in Istanbul Head Office, Moscow and Almaty Offices.

As Turkel Fair Org:

Our Vision; to be the pioneer organization with customer satisfaction by providing the highest level of service to its customers in international exhibitions organized.

Our Mission; increasing market share in Turkey constantly; equalizing national and international customers rate; opening, directing, developing the sector by increasing customer satisfaction year by year through organizing events supported by technology and other side components.

VENUE



Istanbul Congress Center

Istanbul Convention Center which is the biggest convention center in Turkey, aims to be the center for conventions and events in any scale, with different sized multipurpose meeting saloons, fair and exhibition areas, besides its 3.700 person capacity auditorium. ICC is a cultural and artistic meeting point with its central location in Istanbul.

Istanbul Convention Center is located in a central region, which is called by the name 'Congress Valley' in Harbiye, Taşkısla Street.

Istanbul is situated in a location that international airlines may easily reach – Atatürk Airport in European Side and Sabiha Gökçen Airport in Anatolian Side.

All commercial and cultural centers are all very closed to Istanbul Congress Center. Local transport to ICC is easy with mass transportation vehicles such as metro, tram, bus and metrobus.

CONFERENCE AND SEMINARS

Conference and panel programs with the attendance of industry professionals from the medicine sector.

PROMOTIONAL ACTIVITIES

- TV commercials
 - Newspaper advertisements and editorial news
 - Ads and editorial news at industry publications
 - Local and international banner and billboard ads
 - Web banners at related institutions and organizations websites
 - Press conference before the exhibition
 - Periodic E-newsletter announcement
 - Conferences and Seminars
 - Announcements through international and domestic commercial attaches
- ... and many more...



Istanbul
medical
tourismfair



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