

B2B MEETING EVENT

FRANKFURT
INTERNATIONAL
HEALTH TOURISM
EXPO



ABOUT US

Frankfurt Health Tourism Expo, which will be organized by **ALZ International** and **Go Fair** with the support of the Union of Chambers and Commodity Exchanges of Türkiye (TOBB), Foreign Economic Relations Board (DEİK) & Service Exporters' Association (HİB) on **October 13 – 14, 2023** at The **Messe Frankfurt Congress Center** located in Frankfurt, which is considered an important trade center of Germany, is the new link of the International Health Tourism Expos, which have been successfully organized 6 times in total in Amsterdam, Sarajevo and Berlin.

The main purpose of The Expo is to:

- Introduce the world's leading Hospitals, Clinics and Health Tourism Intermediary Organizations to the German public
- Provide opportunities for cooperation between the parties by introducing Health Tourism actors to each other for the development of International Health Tourism.



**6 Successful
Expos in Europe**



**150+ B2B
Participants**



300+ Exhibitors



B2B



B2C

B2B MEETING EVENT

14th of October 2023

10:30- 18:00

Messe Frankfurt Congress Center

Frankfurt, Germany



ABOUT THE B2B MEETING EVENT

The aim of the B2B Meetings Event, which we will organize within the scope of the Expo, is to provide new collaborations between B2B Participants and Exhibitors with stands in the following topics:

**International
Patient Referral
& Brokerage**

**Foreign Branch
Offices**

Joint Investment

**Cooperation on
Diagnostic &
Treatment Services**

**Collaboration
in R&D and
Innovation**

**Insurance System
& Assistance
Services**

**Online Patient
Referral Platforms**

WHO CAN PARTICIPATE IN THE B2B MEETING EVENT?

- Health Tourism Intermediary Organizations
 - Operators of Online Platforms focused on Health Tourism
 - Insurance & Assistance Companies
 - Consulting Companies Focused on International Health Tourism
 - Health Sector Investors
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WHO WILL THE B2B PARTICIPANT S MEET?



Hospitals, Clinics, Thermal Facilities and Health Tourism Intermediary Organizations that are Participants of the Expo.



Leading Health Service Providers & Senior Representatives of Health Tourism Agencies.

WHO WILL THE B2B PARTICIPANTS MEET?

EXHIBITOR PROFILE



Hospitals



Bariatric
Surgery Clinics



Aesthetic &
Reconstructive
Surgery Clinics



Gastroenterology
Clinics



Dental Health
& Aesthetic
Clinics



Organ
Transplantation
Services



Eye Hospitals



Oncology
Branch Clinics



Hair Transplant
Clinics



Physical
Therapy &
Rehabilitation
Centers



Infertility
Hospitals &
Centers
(IVF Clinics)



SPA & Health
Centers



Health Tourism
Agencies



Hotels



Elderly Care
Centers



Weight Loss &
Diet Clinics



Disability
Centers



Thermal Health
& Curing
Centers



Geriatrics
Centers

HOW WILL THE B2B EVENT TAKE PLACE?

On the 14th of October, The B2B Meeting Event will be held with the matchmaking done through the online appointment platform. Each B2B Participant will be allocated a table with their company name, logo and their assigned table number. While you, as a B2B Participant, are sitting at your table; exhibitors with stands will sit at your table in the order of their appointments. You will be able to check who you have meetings with 5 days prior to the event.

As a part of the B2B Package, B2B Participants are provided with:

- **A Table**
- **Four chairs**
- **Company Name and Logo on the Table**
- **Stationery Supplies,**
- **Unlimited Coffee Breaks**
- **Lunch**
- **1 FULL DAY of B2B Event Participation (10:30- 18:00)**

B2B PARTICIPATION FEE: €550

GENERAL INFORMATION ABOUT THE EXPO

Our Expo, which will last for 2 days, will consist of 3 events. While our Expo will continue for 2 days, simultaneously, the Conference will take place on the first day and the B2B Business Meeting will take place on the second day.

PROGRAM

1st Day (Friday, October 13, 2023)

11:00 - 18:00 Expo Visit

13:00 - 15:00 Conference on Opportunities
for Cooperation in Health Tourism in Germany

2nd Day (Saturday, October 14, 2023)

11:00 - 18:00 Expo Visit

10:30 - 18:00 B2B Business Meetings

(Restricted Participation: Only open to exhibitors & B2B Participant)

18:00 Closing



GENERAL INFORMATION ABOUT THE EXPO

THREE EVENTS BROUGHT TOGETHER IN ONE PLACE

EXPO

In the expo part of the organization, the health institutions that will take part in the expo as exhibitors with stands will be brought together with German citizens at the expo stands; visitors of the expo will be able to make meetings that they may need for health problems, treatment needs and thermal tourism purposes, and they will be able to make the necessary appointments or reservations directly for their needs.

*****Please get in touch with for inquiries regarding becoming an exhibitor**

CONFERENCE

In the Conference part of the organization, senior officials of institutions, NGOs and leading companies operating in the field of health tourism, who will participate as speakers from Germany, will share their knowledge, opinions, experiences and suggestions on how to increase cooperation with Germany in the field of health tourism with the representatives of hospitals, clinics, thermal facilities and health tourism agencies that will participate in the Expo organization as Participants with stands.

B2B MEETING EVENT

In the appointment-based B2B Meeting Event to be organized within the scope of the organization; hospitals, clinics, thermal facilities and health tourism agencies that will participate in the Expo as exhibitors with stands will be brought together with health tourism agencies operating in Germany and neighboring countries, insurance company officials, health tourism consultancy companies, elderly care centers and international accreditation organizations in the B2B Meeting Event where business connections will be established between both parties.



Thank You

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