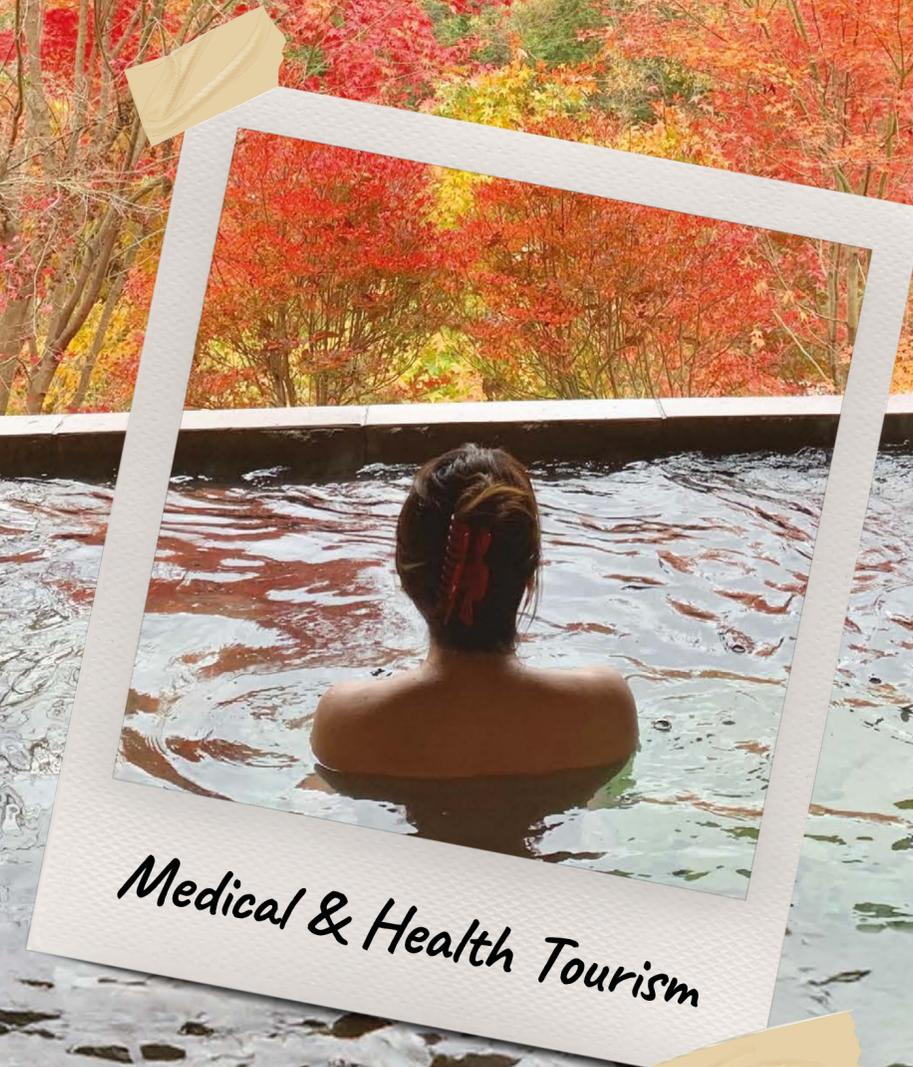


MEDICAL & HEALTH TOURISM PAVILION

3 – 5 MARCH 2026



ITB
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MEDICAL & HEALTH TOURISM PAVILION HALL 4.1

3 – 5 MARCH 2026



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BOOTH 106

ASTANA TOURISM

med-tourism.kz/en/

BOOTH 109

CRESCENT MEDITOURS

crescentmeditours.com/

BOOTH 104

EUROPEAN SPAS ASSOCIATION (ESPA)

europeanspas.eu

BOOTH 102

GREMI CLINIC

gremi-longevity-center.com/

BOOTH 105

HEALTH TOURISM ASSOCIATION SAUDI ARABIA

hta.sa

BOOTH 101

HEALTH TOURISM INDUSTRY (HTI)

hticonference.com

BOOTH 100

HEALTH TOURISM CROATIA

hgk.com

BOOTH 103

VISIT BULGARIA

visitbulgaria.com

LOUNGE EXHIBITORS

BOOTH 108

**AYURVEDA & HEALTH TOURISM
MAGAZINE, INDIA**

ayurvedamagazine.org

BADEN, SWITZERLAND

deinbaden.ch

**EUROPEAN HEALTH AND MEDICAL
TOURISM ASSOCIATION (EHMTA)**

ehmta.eu

**EUROPEAN HISTORIC THERMAL
TOWNS ASSOCIATION (EHTTA)**

historicthermaltowns.eu

MONTEGROTTO TERME, ITALY

visitabanomontegrotto.com

VISIT DÜSSELDORF, GERMANY

visitduesseldorf.de

VISIT SPA, BELGIUM

visitspa.be

VITERBO, ITALY

viterbo.it



MEDICAL & HEALTH TOURISM PAVILION HALL 4.1

3 – 5 MARCH 2026

EDUCATIONAL HUB PROGRAM

TUESDAY, 3 MARCH 2026

10:30 – 11:00

PRESENTATION

**MINDFULNESS IN SMART ECONOMICS –
HOW THE THERMAL TOWN OF BADEN
TURNS HERITAGE INTO FUTURE VALUE**

presented by

Andrea Portmann, Tourism Director, Baden, Switzerland
deinbaden.ch

11:00 – 11:45

PANEL DISCUSSION

**WHAT SPA? EUROPE'S THERMAL DESTINATIONS
INVEST IN THEIR FUTURE**

PANELISTS

Chiara Frontini, Mayor, City of Viterbo, Italy,
viterbo.it

Isidre Pineda, Mayor, Caldes de Montbui, Spain,
caldesdemontbui.cat

Ercüment Yilmaz, Head of Foreign Relations Department,
Bursa Metropolitan Municipality, Turkey
visitbursa.org/tr

Melita Bartoš, Head of Sales and Marketing,
Daruvar Spa, Croatia
daruvarske-toplice.hr

moderated by

Simone Zagrodnik, Executive Director, EHTTA
European Historic Thermal Towns,
historicthermaltowns.eu

12:00 – 12:15

OFFICIAL OPENING

ITB MEDICAL & HEALTH TOURISM PAVILION

welcome remarks by

Thomas Bömkes, Medical & Health Tourism Advisor
ITB Berlin, Diversity Tourism GmbH,
itb.com/medicaltourism

Assoc. Prof. Dr. Siyka Katsarova, PhD President
Bulgarian Union of Balneology and SPA tourism,
bubspa.org

Ivana Kolar, President, Health Tourism Croatia,
www.hgk.hr



Artyom Kvashuk, Chairman of the Board, Tourism
Development center Astana Tourism, Kazakhstan,
med-tourism.kz/en/

Patrick Torrent, Executive Director, Catalan Tourist Board,
barcelonamedicaldestination.com

Andrea Portmann, Tourism Director, Baden, Switzerland,
deinbaden.ch

12:15 – 13:30

MEDICAL MEDIA NETWORKING LUNCH

supported by



13:30 – 14:00

EXPERT INTERVIEW

ASTANA AS A HUB FOR MEDICAL AND HEALTH TOURISM

presented by

Artyom Kvashuk, Chairman of the Board, Tourism
Development center Astana Tourism, Kazakhstan,
med-tourism.kz/en/

MEDICAL & HEALTH TOURISM PAVILION HALL 4.1

3 – 5 MARCH 2026

14:00 – 15:00

EXPERT TALK

**BULGARIA – A DESTINATION FOR AFFORDABLE
LUXURY: FOCUSING ON SPA TREATMENTS
AND NATURAL BEAUTY**

presented by

Carmen Struck, Representative in Germany, Bulgarian
Union of balneology and SPA Tourism, bubspa.org

moderated by

Assoc. Prof. Dr. Siyka Katsarova, PhD President
Bulgarian Union of Balneology and SPA tourism,
bubspa.org

15:00 – 15:30

EXPERT TALK

**EUROPE'S PATH TO SUSTAINABLE TOURISM
GROWTH AND THE TRANSFORMATION
OF EUROPE'S TOURISM REGIONS**

Daniel Attard, Member of the European Parliament
(Malta), Committee on Transport and Tourism (TRAN)
European Parliament,
europarl.europa.eu/committees/en/tran

interviewed by

Csilla Mezösi, Secretary General,
European Spas Association, europeanspas.eu

15:30 – 16:15

PANEL DISCUSSION

**LONGEVITY, REGENERATION & PREVENTION:
BEYOND THE BUZZWORDS**

PANELISTS

Assoc. Prof. Dr. Siyka Katsarova, PhD President
Bulgarian Union of Balneology and SPA tourism,
bubspa.org

Marina Lalli, Vice President Federterme,
President Federturismo,
federterme.it

Frank Halmos, CEO, Ensana Health Spa Hotels,
ensanahotels.com

moderated by

Csilla Mezösi, Secretary General, European Spas Association,
europeanspas.eu

16:15 – 16:45

EXPERT TALK

WELCOME TO BARCELONA MEDICAL DESTINATION

Patrick Torrent, Executive Director, Catalan Tourist Board,
barcelonamedicaldestination.com

interviewed by

Dr. Prem Jagyasi, MD & CEO, Dr. Prem and Associates,
drprem.com

17:00 – 19.00

ITB MEDICAL & HEALTH NETWORKING RECEPTION

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Please register here:



WEDNESDAY, 4 MARCH 2026

10:00 – 10:30

PRESENTATION

**REDIFINING MEDICAL TOURISM IN THE AI ERA:
THE BATTLE OF PROMISES, PERCEPTIONS,
EXPECTATIONS & EXPERIENCES**

presented by

Dr. Prem Jagyasi, MD & CEO, Dr. Prem and Associates,
drprem.com

MEDICAL & HEALTH TOURISM PAVILION HALL 4.1

3 – 5 MARCH 2026

10:30 – 11:00

PRESENTATION

MEDICAL TOURISM: A NEED FOR INSURANCE, TRAINING AND GLOBAL ALIGNMENT

presented by

Dr. Diana Cuevas Soriano, President, World Council
for Medical Tourism

Worldcouncilformedicaltourism.org

11:00 – 11:30

PRESENTATION

TELANGANA – INDIA'S HUB FOR MEDICAL-WELLNESS TOURISM

presented by

Jayesh Ranjan, Special Chief Secretary for Special
Projects (SPEED) and Investment Cell, Chief Minister's
Office and Special Chief Secretary, Tourism, Culture &
Sports, Government of Telangana, Hyderabad, India,

tourism.telangana.gov.in/

11:30 – 12:15

PANEL DISCUSSION

HTI x TOURISM 365: STRONG MARKET GROWTH – MARKETING HEALTHCARE & COLLABORATION

PANELISTS

Assoc. Prof. Dr. Siyka Katsarova, PhD, President,
European Spas Association (ESPA),
europeanspas.eu

Dubravka Kalin, Director-General, Tourism Directorate, Ministry
for Economy, Tourism and Sport of the Republic of Slovenia,
gov.si/en

Ged Brown, Founder, Low Season Traveller,
lowseasontraveller.com

Tine Murn, Co-Founder, New Deal Europe,
newdealeurope.com

moderated by

Ivana Kolar, Director, European HTI Summit &
TOURISM 365 Conference,
turizam365.com

12:15 – 12:45

PRESENTATION

HEALING BEYOND BORDERS – SAUDI ARABIA'S REVOLUTIONARY HEALTH TOURISM VISION

presented by

Ahmed Aloraij, Chairman, Health Tourism Association,
Saudi Arabia,
hta.sa

12:45 – 13:15

PRESENTATION

CHARITÉ UNIVERSTIY MEDICINE BERLIN – HIGH QUALITY HEALTHCARE, DRIVEN BY SCIENCE

presented by

PD Dr. Joachim Seybold MBA, Deputy Chief
Medical Officer, Charité – Universitätsmedizin Berlin,
charite.de

13:15 – 14:00

PANEL DISCUSSION

NAVIGATING THE FUTURE OF MEDICAL TOURISM IN THE ARABIAN MARKET

PANELISTS

Ahmed Aloraij, Chairman, Health Tourism Association,
Saudi Arabia, hta.sa

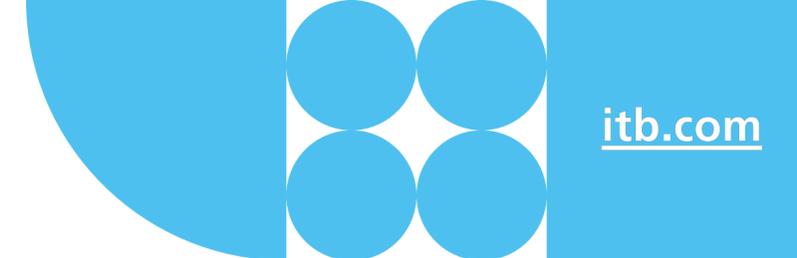
PD Dr. Joachim Seybold MBA, Deputy Chief
Medical Officer, Charité – Universitätsmedizin Berlin,
charite.de

Dimitri Belov, Head of Health Marketing, Visit Düsseldorf,
visitduesseldorf.de

Michaela Kehrer, Medical Tourism Manager, Visit Berlin,
visitberlin.de

moderated by

Maria Afsar Nazari, General Secretary, EHMTA – European
Health and Medical Tourism Association (EHMTA), ehmta.org



MEDICAL & HEALTH TOURISM PAVILION HALL 4.1

3 – 5 MARCH 2026

14:00 – 14:30

PRESENTATION

DRIVING HEALTH TOURISM: THE DÜSSELDORF EXPERIENCE

presented by

Dimitri Belov, Head of Health Marketing, Visit Düsseldorf,
visitduesseldorf.de

14:30 – 15:00

PANEL DISCUSSION

YOUR NEXT HEALTH & WELLNESS JOURNEY STARTS IN CROATIA

PANELISTS

Ana Lelas, Croatian National Tourist Board,
croatia.hr

Melita Bartos, Thermal and Peloid Health Resort
Daruvarske Toplice,
daruvarske-toplice.hr/en

Milica Birk, Naphtalan Health Resort,
naftalan.hr/en

Renata Zugic, Veli Lošinj Thalassotherapy & Climate
Health Resort,
ljeciliste-veli-losinj.hr

Arijan Voldin, Thermal Health Resort Stubičke Toplice,
sbst.hr

Lana Petrović Blajić, Croatian Chamber of Economy,
hgk.hr/english

moderated by

Ivana Kolar, Julius Rose,
turizam365.com

15:00 – 15:30

PRESENTATION

LONGEVITY & HAPPINESS: A NEW VISION FOR HEALTH TOURISM BY GREMI LONGEVITY

presented by

Anduena Cela, General Director, Gremi Longevity Center,
gremi-longevity-center.com

15:30 – 16:30

PANEL DISCUSSION

THE REALITY OF MEDICAL TOURISM: BREAKING MYTHS

KEYNOTE

presented by

Ivan Rendulic, CEO Zagreb Med, President EHMTA,
ehmta.org

PANELISTS

Mariángeles Tapia, CEO Byparker, Advisor EHMTA,
bayparkerconsulting.com

Anduena Cela, General Director, Gremi Longevity Center,
gremi-longevity-center.com

Vlad Androsov, CEO Kano Dental Clinics,

Yana Sandberg, Founder of biome.clinic & esthetic-partner.com,
Medical Tourism Association Estonia

Patrick Torrent, Executive Director, Catalan Tourist Board, Spain
barcelonamedicaldestination.com

moderated by

Ivan Rendulic, CEO Zagreb Med, President EHMTA,
ehmta.org

19:00 – 22:00

ITB MEDICAL & HEALTH NIGHT

presenting the

ITB MEDICAL & HEALTH TOURISM AWARDS 2026

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MEDICAL & HEALTH TOURISM PAVILION HALL 4.1

3 – 5 MARCH 2026

THURSDAY, 5 MARCH 2026

10:15 – 10:45

PRESENTATION

**SPA – THE ORIGINAL: A LEGACY IN WATER,
SPEED AND BATHROBES**

presented by

Isabelle Grégoire, Tourism Director,
Spa Tourist Office, Belgium,
visitspa-hautesfagnes.be/en

10:45 – 11:15

PRESENTATION

**DIGITALIZATION IN HEALTH TOURISM –
EDUCATION IN COOPERATION WITH THE
WORLD HEALTH ORGANIZATION**

presented by

Anke-Andrea Sponer, International Competence Center
Health Tourism, Deggendorf Institute of Technology,
th-deg.de

11:15 – 12:00

PANEL DISCUSSION

**WELLBEING IN TOURISM – ECONOMIC ENGINE:
IMPACT TODAY, VALUE TOMORROW**

PANELISTS

Iuliana Tasie, Vice President of the European Spas
Association and Optbr Romania, CEO ANA Hotel Euforia,
europeanspas.eu

Lina Nosevič, Executive Director, National Association
of Sanatoriums and Rehabilitation Institutions in Lithuania,
rehabilitation.lt

Martin Plachy, CEO, Royal Spa CZ; Vice President,
European Spas Association,
europeanspas.eu

moderated by

Nikol Rashkova, European Spas Association,
europeanspas.eu

12:00 – 12:30

EXPERT INTERVIEW

**HOW AI SUPPORTS AYURVEDA TOURISM –
PROSPECTS & PROBELMS**

PANELISTS

Abilash Ramesh, Director, Kairali Ayurveda,
kairali.com

Baby Mathew, Chairman & Managing Director,
Somatheeram Ayurveda Hospital,
somatheeram.net

moderated by

Benny Thomas, Publisher & Editor, Ayurveda & Health
Tourism Magazine, India,
ayurvedamagazine.org

12:30 – 13:15

PANEL DISCUSSION

**HTI X EHTTA: FROM HERITAGE TO HASHTAGS –
GEN Z, TIKTOK & THE NEW RULES OF ENGAGEMENT**

PANELISTS

Dario Marčac, Co-Founder & Partnership Director,
Crew Media,
crewmedia.hr

Dijana Domonkoš, Co-Founder & Managing Director,
Crew Media,
crewmedia.hr

Marta Lima, Communications Manager, EHTTA European
Historic Thermal Towns Association,
historicthermaltowns.eu

moderated by

Ivana Kolar, Director, European HTI Summit & TOURISM
365 Conference, turizam365.com

MEDICAL & HEALTH TOURISM PAVILION HALL 4.1

3 – 5 MARCH 2026

13:15 – 14:00

PANEL DISCUSSION

EHTTA X HTI: INTEGRATED CARE –
WELLNESS AND MEDICINE

PANELISTS

Claudia Wagner, Managing Director, FIT Reisen,
fitreisen.de

Alina Huseynli, Director, Institute of Spa and Balneology
Karlovy Vary,
i-lab.cz

Lana Petrović Blajić, Independent Tourism Advisor,
Croatian Chamber of Economy,
hgk.hr

László Puczkó, Consultant,
htwww.life

moderated by

Simone Zagrođnik, Executive Director, European
Historic Thermal Towns – EHTTA,
historicthermaltowns.eu

14:00 – 14:45

PANEL DISCUSSION

HEALTH TOURISM MOVES BEYOND TRENDS TOWARD
TRUST-BASED LONGEVITY RELATIONSHIPS

PANELISTS

Ivan Rendulic, CEO Zagreb Med, President EHMTA,
ehmta.org

Yana Sandberg, Founder of biome.clinic &
esthetic-partner.com, Medical Tourism Association Estonia

Antonio Palumo, Co-Founder, Sant'Angelo Longevity
and Wellness Resort, Italy,
resortsantangelo.it

Dr. Kemal Aydin, MBBS.Dip.Ger., Founder & CEO
Ibni Sina Institute (ISI), World Longevity Forum (WLF)

moderated by

Dr. Prem Jagyasi, MD & CEO, Dr. Prem and Associates,
DrPrem.com
