

Press information

Berlin premiere for leading health tourism convention

25 to 27 April: Medical tourism elite meets at the European Medical Travel Conference 2012 in Berlin / Capital region presents itself as a health destination

Berlin, April 2012. Travelling to Berlin for an operation – this trend cannot only be observed among an increasing number of international patients also for expert circles: Berlin hosts for the first time Europe's largest and most important medical tourism convention. The European Medical Travel Conference 2012 (EMTC) offers from 25 to 27 April a unique platform for world renowned medical experts, who will discuss about new developments in the medical travel and health industry.

“HealthCapital, the network of the Berlin and Brandenburg healthcare sector, and *visitBerlin* have succeeded in attracting the EMTC 2012 to the German capital. There cannot be any better venue for the convention than Berlin. Our metropolis combines the expert knowledge from the convention area with an excellent infrastructure for medical travel”, says Burkhard Kieker, CEO of *visitBerlin*, who will open the Conference, together with the EMTC organizer on 26 April. “The healthcare industry has long since also become a tourist magnet and has a large potential for the capital region.”

The capital region presents itself – Joint appearance of the healthcare players

Premiere at EMTC: The capital region presents itself for the first time as a destination for health travel with a joint information stand. The players of the medical and tourism industries - HealthCapital, Charité, Vivantes International, Deutsches Herzzentrum (German Heart Institute) Berlin, Medical Park and *visitBerlin* – present the concerted medical competency and region to the international expert audience at the Estrel Hotel.

In its promotion as a health metropolis Berlin focuses on the relevant markets Russia and the United Arab Emirates. Sybille von Obernitz, Berlin's Senator for Economics, Technology and Research, opens the “Berlin-Arab Health Forum” on 27 April. The symposium, organized by Vivantes, will serve for the transfer of knowledge between Arab and European health institutions.

The partners HealthCapital and *visitBerlin* commit themselves to an active marketing of Berlin and Brandenburg as a destination for medical travel. The presence at international trade fairs – in addition to EMTC 2012, recently also at “Arab Health” 2011 in Dubai – is a consistent continuation of the activities within the framework of the *visitBerlin* “Health Tourism” marketing strategy. Other activities are already planned.

High-calibre speakers from all over the world

An exciting programme with the expert knowledge of 60 international representatives of medical tourism awaits the around 400 EMTC conference participants. Apart from senior hospital managers from Germany, experts and decision-makers from Saudi Arabia, Dubai, Russia and USA will attend as guests in Berlin.

Further information: emtc2012.com and health.visitBerlin.com

EMTC press conference: 26 April, 10:30am, Estrel Hotel, Sonnenallee 225

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