



# EXPO 2025

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# AGENDA &

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## Registration & Exhibition Opening (8:00 AM - 9:00 AM)

### Overview:

The registration desk will open to welcome attendees, who will receive their event passes, brochures, and schedules. This is a great opportunity for early networking over a specially curated breakfast. The exhibition area will also open, allowing participants to explore healthcare innovations, medical tourism facilitators, and hospital representatives before the formal sessions begin.

### Key Takeaways:

- ◀ Early networking opportunities with industry leaders.
- ◀ Explore exhibition booths and interact with healthcare providers.
- ◀ Collect essential event materials and schedules for the day.

## Opening Ceremony (9:00 AM - 9:30 AM)

**Overview:** The official inauguration of the expo will begin with a welcome speech from the UK Health Minister, who will highlight the significance of cross-border healthcare collaboration. The Event Chair will then introduce the agenda, outlining key themes and expectations for the conference. This session will set the tone for the discussions and engagements that follow.

### Key Takeaways:

- ◀ Gain insights into the event's theme and objectives.
- ◀ Understand the key focus areas of the medical tourism industry.
- ◀ Meet influential speakers and industry pioneers.





## **Keynote: 'The Future of Cross-Border Healthcare (9:30 AM - 10:15 AM)**

### **Overview**

A distinguished thought leader in the medical tourism industry will deliver a keynote on the future of cross-border healthcare. This session will explore innovations in patient mobility, the role of digital health technologies, and evolving patient expectations. Additionally, real-world case studies of successful cross-border healthcare models will be shared to inspire further discussions.

### **Key Takeaways**

- ▶ Learn about the role of technology in transforming medical tourism.
- ▶ Understand the regulatory and ethical considerations in global health care.
- ▶ Explore successful international healthcare collaborations and innovations.

## **Global Medical Tourism Market Analysis 2026 (10:15 AM - 11:00 AM)**

This session will provide an in-depth, data-driven analysis of global medical tourism trends, highlighting the key drivers influencing patient choices and industry growth. Experts will present statistics on patient flow, country-specific market attractiveness, and emerging destinations that are redefining the industry landscape. Attendees will gain valuable insights into potential investment and expansion opportunities.

### **Key Takeaways:**

- ▶ Market trends and growth forecasts for medical tourism by 2026.
- ▶ Key investment regions and potential opportunities in healthcare travel.
- ▶ Understanding consumer behavior in seeking cross-border medical services.



## **Networking Break & Exhibition Visit** (11:00 AM - 11:30 AM)

### **Overview**

A well-deserved break for attendees to interact with industry peers while exploring the exhibition space. Leading hospitals, facilitators, insurance providers, and technology companies will showcase their services. This session encourages informal discussions that can lead to potential business partnerships and collaborations.

### **Key Takeaways:**

- ◀ Understanding the legal frameworks governing international medical travel.
- ◀ Strategies to maintain ethical standards and ensure patient safety.
- ◀ Insights into accreditation, quality assurance, and compliance for healthcare providers.

## **Panel Discussion: 'Healthcare Without Borders - Regulatory & Ethical Considerations** (11:30 AM - 12:30 PM)

### **Overview**

A panel of international experts, including policymakers, legal professionals, and healthcare providers, will discuss the complex landscape of regulations governing medical tourism. The discussion will cover ethical considerations such as patient rights, informed consent, legal accountability, and accreditation of medical facilities. Best practices to ensure compliance and maintain high standards in global healthcare will be highlighted.

### **Key Takeaways:**

- ◀ Understand the ethical responsibilities of healthcare providers, including patient rights and informed consent.
- ◀ Learn about accreditation standards and compliance best practices to maintain high-quality healthcare services.



- ◀ Explore solutions to challenges related to cross-border healthcare, including liability and accountability.
- ◀ Discover strategies for ensuring transparency, trust, and patient safety in global medical tourism.

## **Networking Lunch** (12:30 PM - 1:30 PM)

### **Overview**

Attendees will enjoy a diverse menu featuring global cuisine while participating in structured discussions. Themed tables will be set up based on medical specialties (e.g., oncology, cardiology, cosmetic surgery) and regional healthcare markets to facilitate targeted networking. This informal yet productive setting encourages meaningful exchanges between stakeholders.

## **Innovation Showcase Presentations** (1:30 PM - 2:00 PM)

### **Overview**

This fast-paced session will feature short presentations from healthcare startups and established companies unveiling new technologies. Innovators will introduce groundbreaking solutions in telemedicine, AI-powered diagnostics, robotic surgery, patient engagement platforms, and more. The audience will get a glimpse into the future of healthcare and investment opportunities in the sector.

### **Key Takeaways:**

- ◀ Discover cutting-edge solutions in telemedicine, AI-driven diagnostics, and patient engagement.
- ◀ Learn about emerging startups and disruptive healthcare innovations.
- ◀ Gain insights into the future of digital transformation in the healthcare sector.



## **Parallel Tracks** **(2:00 PM - 5:00 PM)**

### **Overview**

The expo will break into four specialized tracks, allowing attendees to choose sessions that align with their interests.

- ▶ **Provider Track:** Focuses on best practices in patient care, hospital infrastructure.
- ▶ **Facilitator Track:** Explores the role of medical tourism facilitators, patient concierge services, and strategies for enhancing patient experience.
- ▶ **Technology & Innovation Track:** Highlights the impact of digital transformation, blockchain in medical records, and AI in diagnostics and treatment planning.
- ▶ **Policy & Financial Track:** Covers global healthcare policies, medical insurance for international patients, and financial models supporting medical tourism growth.

## **Future Directions Plenary** **(5:00 PM - 5:45 PM)**

### **Overview**

An expert panel will discuss the key factors that will shape the future of medical tourism destinations. This session will feature representatives from top medical tourism destinations, investment strategists, and global health consultants sharing their perspectives on how countries can position themselves as leading healthcare hubs. The Global Medical Tourism Excellence Recognition awards will also be presented, recognizing outstanding contributions in the field.

### **Key Takeaways:**

- ▶ Predictions on the future of global healthcare and medical travel destinations.



- ◀ Key factors influencing international patient flows and market shifts
- ◀ Recognition of excellence in medical tourism practices and future opportunities.

## **Closing Keynote Building a Sustainable Medical Tourism Ecosystem**

**(5:45 PM - 6:15 PM)**

### **Overview**

The final keynote of the event will address the critical need for sustainability in medical tourism. Topics will include eco-friendly healthcare infrastructure, ethical patient recruitment, and long-term strategies to balance profitability with quality care. Attendees will leave with actionable insights on how to create a sustainable, patient-centric medical tourism ecosystem.

### **Key Takeaways:**

- ◀ Learn about sustainable healthcare infrastructure and green medical tourism initiatives.
- ◀ Understand ethical considerations in patient recruitment and global healthcare marketing.

Discover strategies to ensure long-term success while maintaining high-quality patient care.

## **Networking Reception & Exhibition Finale**

**(6:15 PM - 8:00 PM)**

### **Overview**

The expo will conclude with a grand networking reception, bringing together all attendees in a relaxed setting. An awards ceremony will celebrate key contributors in the industry, and structured buyer-seller meetings will facilitate business deals. The final opportunity to explore the exhibition and engage in high-value networking will take place over cocktails and refreshments.



## Key Takeaways:

- ▶ Strengthen professional relationships through exclusive networking opportunities.
- ▶ Celebrate industry excellence through the medical tourism award ceremony.
- ▶ Engage in last-minute business discussions and collaborations over cocktails.

## Sponsorship Packages

### Silver Package

#### Marketing Plan

- ▶ Acknowledged during the Opening Ceremony, ensuring visibility among industry leaders.
- ▶ Logo featured on shared promotional materials and displayed at the event.
- ▶ A great option for hospitals looking for presence without major investment.

#### Benefits:

- ▶ Logo Placement: Sponsor page + selected marketing materials.
- ▶ Event Recognition: Opening & Closing Ceremony.
- ▶ Exclusive Branding: Secondary branding rights.
- ▶ Exhibition Stall: 12sqm, high-traffic location.
- ▶ Speaking Slot: 5-minute presentation.
- ▶ Networking Passes: 2 VIP Passes.
- ▶ Promotional Materials: Included in sponsor pack.



## Gold Package

### Marketing Plan:

- ▶ Featured on 500+ London Buses, reaching over 5 million people monthly.
- ▶ Positioned alongside Platinum Sponsors with prominent co-sponsor placement.
- ▶ Enhanced reputation through association with Global Medical Expo.

### Benefits:

- ▶ Logo Placement: Homepage + sponsor page + all marketing materials.
- ▶ Event Recognition: Opening & Closing Ceremony (main stage).
- ▶ Exclusive Branding: Main branding & priority logo placement.
- ▶ Exhibition Stall: 20sqm, premium location.
- ▶ Speaking Slot: 15-minute main stage presentation.
- ▶ Networking Passes: 5 VIP Passes.
- ▶ Promotional Materials: Included in official event and goodie bags.

## Platinum Package

### Marketing Plan:

- ▶ Featured across London Underground, Overground, TFL, DLR, and Buses, reaching 10+ million commuters daily.
- ▶ Strategic placements in high-traffic transit zones, maximizing audience reach.



- ▶ Maximum visibility with exclusive recognition as the official sponsor of the expo.
- ▶ Direct engagement with B2B decision-makers and healthcare consumers.

## **Benefits:**

- ▶ Event Recognition: Official sponsor status.
- ▶ Exclusive Branding: Top-tier logo placement.
- ▶ Exhibition Stall: Largest, most premium location.
- ▶ Speaking Slot: Keynote or extended presentation.
- ▶ Networking Passes: Maximum VIP passes.
- ▶ Promotional Materials: Premium exposure in event materials and digital campaigns.

