

PROGRAMME DRAFT

**Congrès Africain du Tourisme Médical  
TUNISIA 2021**



**Theme of the Congress :**

**Tunisia – Privileged Health Destination  
Afro-Euro-Mediterranean**

**Health Tourism**

**Promotion of investment and export of health services**

**Thermal tourism -Spa-Thalassotherapy,  
Senior citizen tourism, Accessible health  
tourism**

**Sustainable health tourism**

## THURSDAY 25 November 2021

<b>8H30-09H30</b>	<b>Welcome and Registration</b>	
<b>9H30-10H15</b>	<p style="color: red; margin-left: 20px;">□ <b>Inauguration of AMTC-TUNISIA</b></p> <p style="text-align: center; margin-top: 20px;"><b>Visit of the Exhibitors' space</b></p>	<p>*His Excellency Minister of Health</p> <p style="margin-top: 20px;">* His Excellency Minister of Tourism</p>
<b>10H15-11H00</b>	<p>□ <b>Opening Ceremony of the AMTC-TUNISIA Congress</b></p> <ul style="list-style-type: none"> <li>➤ <b>Welcome Speech by the President of the Congress</b></li> <li>➤ <b>Speech by the Minister of Health</b></li> <li>➤ <b>Speech by the Minister of Tourism and Handicrafts</b></li> <li>➤ <b>Speech by official guests and partners</b></li> </ul>	
<b>1. Government challenges in implementing health services export strategy</b>		
<b>11H00-12H00</b>	<ul style="list-style-type: none"> <li>➤ <b>Health services export strategy: Achievements in strategy implementation and Challenges</b></li> <li style="margin-top: 10px;">➤ <b>The role of Tourism Ministry in promoting health tourism</b></li> <li style="margin-top: 10px;">➤ <b>CEPEX PROGRAM in the development of international health tourism</b></li> <li style="margin-top: 10px;">➤ <b>Health tourism within the framework of world diplomacy: The E-VISA</b></li> </ul>	<p><b>Dr Nadia Fenina,</b> DG of the Health Services Promotion and Export Unit Ministry of Health</p> <p style="margin-top: 20px;">CEPEX</p> <p style="margin-top: 20px;">Ministry of Foreign Affairs</p>
<b>12H00-12H30</b>	<b>Coffee break and networking</b>	

## 2. Challenges of medical tourism in the face of the Covid-19 pandemic

12H30-13H30	<ul style="list-style-type: none"> <li>➤ The impact of COVID-19 on the health tourism sector</li> <li>➤ Covid-19 impact on Global healthcare</li> <li>➤ Sustainable and viable strategies to revive Health Tourism</li>   <li>➤ Means and tools of the medical tourism facilitator to mitigate the effects of the Covid-19 pandemic</li>   <li>➤ Role of Hydrotherapy in Long Covid Treatment</li> </ul>	<p><b>Dr Prem Jagyasi - India</b></p> <p><b>Mr Ghazi Mejbri</b></p> <p><b>Prof. Taoufik Khalfallah</b></p>
13H30-15H00	<b>Lunch and networking</b>	

## 3. Health Tourism Offerings in Tunisia

15H00–15H45	<ul style="list-style-type: none"> <li>➤ The added value of the health system</li>   <li>➤ Quality and advantages of transport and medical evacuation in Tunisia</li>   <li>➤ Potential of the pharmaceutical industry in Tunisia</li> </ul>	<p><b>Dr Khaled Nabli</b> Vice-président de la chambre syndicale des cliniques privée</p> <p><b>Dr Najib Karoui</b> Expert en assistance et évacuation médicales et transport sanitaire – Tunisie</p> <p><b>Mme Sarra Masmoudi</b> Président CNIP Chambre nationale de l'industrie Pharmaceutique</p>
15h45-16h30	<p><b>Thermal tourism and thalassotherapy:</b></p> <ul style="list-style-type: none"> <li>➤ ONTH's achievements in developing the hydrotherapy sector</li>   <li>➤ Geriatric tourism and hydrotherapy: From preventive to curative</li> </ul>	<p><b>Mr Abdelhakim Gribi</b> ONTH</p> <p><b>Dr Abderraouf Abdennebi</b> Expert in Hydrotherapy - Thalassotherapy-Spa</p>
16H30–17H00	<b>1st Day Summary</b>	

<b>4. Best experience for medical and health tourists</b>		
9H30-10H45	<p><input type="checkbox"/> <b>Quality of medical and health tourism</b></p> <ul style="list-style-type: none"> <li>➤ <b>Ensure safety and satisfaction of medical tourists</b></li> <li>➤ <b>Standard ISO 22525: 2020 Medical tourism - Service requirements</b></li> <li>➤ <b>Quality approach of the clinic: Which one to choose ?</b></li> <li>➤ <b>Healthcare Accreditation and its prospects in Tunisia</b></li> <li>➤ <b>Quality of care and patient safety: Feedback from INEAS</b></li> </ul>	<p><b>Emre Ali Kodan</b> Healthcare Expert, Turkey</p> <p><b>Dr Kaouthar Meddeb,</b> President GP Health Tourism - FI2T Thalassotherapy Expert</p> <p><b>Inna Dashechenko,</b> President, Association of Medical Tourism, Ukraine</p> <p><b>Dr Sihem Saafi</b> INEA Health</p> <p><b>Dr Asma ben Brahem</b> INEA Health</p>
10H45-11H15	<b>Coffee break and networking</b>	
11H15-	<p><input type="checkbox"/> <b>International Regulation and Health Insurance : Impact on medical tourist satisfaction and return on investment</b></p> <ul style="list-style-type: none"> <li>➤ <b>Insurance needs and solutions throughout the Health Tourism value chain</b></li> <li>➤ <b>The future of health insurance in Medical Travel - A global dilemma</b></li> </ul>	<p><b>FTUSA -Tunisie</b></p> <p><b>Abdeljalil Adeymi</b> Manager GTA Health Insurance -Togo</p>
13H00-14H30	<b>Lunch and networking</b>	

<b>5. Opportunities for investors, partners and entrepreneurs</b>		
<b>14H30-15H30</b>	<ul style="list-style-type: none"> <li>➤ <b>Investment opportunities and challenges</b></li> <li>➤ <b>Facilities and benefits of investors in medical tourism</b></li> <li>➤ <b>Healthcare investment in Africa: Experience, manpower and infrastructure.</b></li> <li>➤ <b>Development of the Thermal and Thalassotherapy industry</b></li> </ul>	<p><b>Dr Abdelaty el Mannai</b> Dg Travel Care Egypte</p> <p><b>FEMTEC</b></p>
<b>15H30-16H30</b>	<ul style="list-style-type: none"> <li>➤ <b>Entrepreneurs and small business owners as strategic partners</b></li> <li>➤ <b>Role of convalescence centers in the medical tourism value chain</b></li> <li>➤ <b>Retirement homes / EHPAD senior centers</b></li> <li>➤ <b>Functional rehabilitation center</b></li> <li>➤ <b>Experience of Alzheimer's Center in Tunisia</b></li> <li>➤ <b>SPA Centers (SPA Resort - Day Spa - Médi-Spa)</b></li> </ul>	<p><b>Dr Afef Hammami</b> CEO-AFA Center-Alzheimer</p> <p><b>Mr Lutz Lungwitz</b> President of German Medical Wellness Association-Germany</p>
<b>16H30H-17H00</b>	<b>Coffee break and networking</b>	
	<ul style="list-style-type: none"> <li>➤ <b>Contribution of public-private partnership in strengthening the health system</b></li> <li>➤ <b>Private sector support in healthcare of Africa: Realities and Perspectives</b></li> </ul>	
<b>17H00-17H30</b>	<b>2<sup>nd</sup> Day Summary</b>	

**6. Marketing Medical and Health Tourism : Developing a sustainable destination**

9H30-10H30	<p><input type="checkbox"/> <b>Application of marketing principles</b></p> <ul style="list-style-type: none"> <li>➤ <b>Insights on travelers' behaviour from AI-driven data analytics</b></li> <li>➤ <b>Medical ethics and marketing in medical tourism</b></li> <li>➤ <b>Medical Tourism Promotion : Best Practices</b></li> <li>➤ <b>Adoption of the International Patient Summary : A universal model for digital continuity of care</b></li> </ul>	<p><b>Vidya Rani</b> Expert Health care - U.A.E</p> <p><b>Prof. Imen Trabelsi Trigui</b> Director of Marketing Research Laboratory at university of Sfax</p> <p><b>Izhar Mahjoub</b> information system consultant specializing in digital health Tunisia</p>
10H30-11H00	<b>Coffee break and networking</b>	

**7. Role of E-Health in medical tourism - Ethics and Legal challenges**

11H00-12H00	<ul style="list-style-type: none"> <li>➤ <b>Contribution of telemedicine in the development of the export of health services and medical tourism</b></li> <li>➤ <b>The Future of Telemedicine and development potential in the MENA region</b></li> <li>➤ <b>Role of E-Health in innovation in medicine</b></li> <li>➤ <b>E-Hydrotherapy</b></li> </ul>	<p><b>Pr Aziz El Matri</b> - Tunisie</p> <p><b>Dr. Assad Riad</b> Egypt</p> <p>ONTH</p>
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12H30–13H00	<input type="checkbox"/> 3rd day Summary <ul style="list-style-type: none"> <li>➤ Conference conclusions and recommendations</li> <li>➤ Closure of the African Congress of Medical Tourism AMTC - TUNISIA</li> </ul>
13H30–15H00	Lunch

**15H00-17H00**

## **Workshops : Dr Prem Jagyasi- India**

Globally acclaimed award-winning strategic leader, speaker, and medical tourism expert Dr Prem Jagyasi will deliver valuable insights on vital aspects of medical tourism development.

1. Strategies to develop sustainable medical tourism with a thorough understanding of the current and upcoming challenges with proper SWOT analysis.
2. Develop the perfect PPP medical tourism model by identifying viable and efficient ways to deliver quality healthcare service and cost-effective medical infrastructure development to create value for money offerings for foreign and domestic patients.
3. Identify key branding strategies to build the brand image and position as a prominent health tourism destination.
4. Create Viable and Lean Marketing strategies for various Health Tourism programs