


# PROGRAM

## DAY ZERO: WEDNESDAY, 10th October, 2018

### WORKSHOPS:

#### IMPORTANCE OF LEAN MARKETING, BRIDGE AND ONLINE IMMIGRATION IN HEALTH TOURISM

Speaker: Dr. Prem Jagyasi, MD & CEO Dr Prem and Associates, FOUNDER - Dr Prem Web Magazine Network, "Developing Lean Marketing, Branding and Online Reputation in Medical Tourism", India

Powered by:  Croatian National Tourist Board

#### MEDICAL WELLNESS AND PREVENTIVE HEALTH CARE PROGRAMS AS INNOVATION IN HOTEL OFFERS

Speakers: László Puczkó, Director of Industry Intelligence, Resources for Leisure Assets, Hungary  
Dr. Tomislav Majić, Founder, The Cardiac Rehabilitation Center at Smarjeske Spa; Expert associate of Medical Group d.o.o., Slovenia  
Dr. Lutz Lungwitz, president of the German Association of Medical Wells, Germany

#### CROSS-BORDER HEALTHCARE - IMPLEMENTATION OF EU DIRECTIVES IN PRACTICE - HOW TO EXCELLENCE A LARGE NUMBER OF CLIENTS AND OPEN TO NEW MARKETS - THE RIGHT TO RECOVERY OF MONEY (when, to whom and how much?)

Speakers: Arnis Krasovskis, Director, Medrefund LTD, United Kingdom  
Kristina Roginek, Croatian Health Insurance Fund, Croatia

#### WELCOME RECEPTION

## DAY ONE: THURSDAY, 11th October, 2018

SETTLEMENT OF THE EXHIBITION - HEALTH AND TOURISM ACTUAL OFFER AND SPONSOR OFFER

### OPENING CEREMONY

- Speakers:
- Dr. Miljenko Bura, President of the Organising Committee, 2nd AHT INVEST FORUM, Croatia
  - Emin Cakmak, Founding Chairman of Global Healthcare Travel Council, Turkey
  - Zvonimir Novak, Minister Assistant, Division for Industry, Investments and Innovations, The Ministry of Economy, Entrepreneurship and Crafts, Croatia
  - Tomislav Boban, State Secretary, Ministry of the State Property, Croatia
  - Milovan Vujović, State Secretary, Ministry of Health, Montenegro
  - William Robert Kohorst, H.E. USA Ambassador in Croatia, USA
  - Gabrijela Žalac, Minister, Ministry of Regional Development and EU Funds, Croatia
  - Milan Bandić, Zagreb Mayor, Croatia
  - Gari Cappelli, Minister of Tourism, Ministry of Tourism, Croatia who will officially open the 2nd AHT INVEST FORUM, Croatia

9:20 – 9:35 **Invited speaker: Mr. Rick Santorum**, Former US Senator and Senior CNN Political Analyst, USA - presentation

#### ADRIATIC HEALTH TOURISM PLATFORM - EU framework for financing and incentives of the health - tourism investments in the cohesion policy EU 2021-2027 - Direction of strategic development of the Adriatic region - presentation

Speaker: Miljenko Bura MD, PhD, Platform initiator, Croatia

#### PAUSE - CROATIAN BREAKFAST

#### Donat SPONSOR - NATURAL MINERAL WATER WITH HEALING AND SUPPORTIVE PROPERTIES

Mg Kristina Aralica Tusak, MSc, nutritionist Atlantic Grupa, Senior Health Education Specialist, Croatia The Science Behind Nature

#### ADRIATIC AS IT ONCE USE TO BE - NEW RESIDENTIAL AREAS – THE VERY SPECIFIC OFFER CAN BRAND THE REGION AS WELLBEING AND HEALTH FRIENDLY DESTINATION - presentation and panel discussion

Tradition, organic food, eco-farming, spa, parks of nature, medical wellness, thalassotherapy, new healthcare infrastructure

- Speakers:
- Mr. JEFF BLACKARD, Blackard Global LTD, USA - INTRODUCTION PRESENTATION
  - Mr.sc. Pave Župan Rusković, Former Minister of Tourism, Croatia
  - Đurđica Šimičić, Brand Manager, Jadranka d.d., Mali Lošinj, Croatia
  - Iztok Altbauer, director of the Association of Slovenian Spas, Slovenia
  - Goran Kovacevic, Strategy and Business Development Executive, Luštica Development A.D., Montenegro

Moderator: Miljenko Bura, MD, PhD; consultant, Medical Group Ltd, Zagreb, Croatia

#### COFFEE BREAK AND NETWORKING

#### INVESTMENT PROJECT PRESENTATION

**Project:** Park 21, Brezovica, Zagreb, Croatia, **Presenter/Info:** Dusper D., Campus Internationalis d.o.o., Zagreb, Croatia

**Project:** New Hospital, Dugopolje/Split, Croatia, **Presenter/Info:** Medical Group Ltd, Zagreb, Croatia

#### INVESTMENT LANDSCAPE IN THE ADRIATIC REGION

INDIVIDUAL PRESENTATIONS PER COUNTRIES

Incentives instruments, data and numbers of investments in health tourism

Adriatic Region Countries Outlook

- Speakers:
- Zdenko Lucić, Principal, Agency for competitiveness and investments, Croatia: "Investment opportunities in the Republic of Croatia", - presentation
  - Tomislav Boban, State Secretary, Ministry of the State Property, Croatia: „Managing the State Property”
  - Damir Davidović, State Secretary, Ministry of Sustainable Development and Tourism, Crna Gora, "Montenegro Investments"
  - Iztok Altbauer, director of the Association of Slovenian Spas, Slovenia
  - Hrvoje Stojić, Economic Research Director at Addiko Bank, Croatia

Moderator: Željko Kardum, Financial Commentator, Croatian Radio Television

#### PRESENTATION OF INVESTMENT PROJECTS AND GOOD PRACTICE EXAMPLES

**Project:** Luštica Bay Resort, Tivat; **Presenter/Info:** Kovačević G., Luštica/Orascom development, Tivat, Montenegro

**Project:** Sarajevo Hospital Center, ALEA; **Presenter/Info:** Dr Kandić A., ALEA, Sarajevo, Bosnia and Herzegovina

#### LUNCH BREAK sponsored by Health Card

#### EUROPE PLAN FOR INVESTMENTS - InvestEU


- Speakers:
- Anton Kovačev, CEO, EUROPEAN INVESTMENT BANK, Croatia
  - Gabrijela Žalac, minister, Ministry of Regional Development and EU Funds, Croatia, tbc
  - EU Commission Representative
  - Croatian Bank for Reconstruction and Development Representative, Croatia, tbc
  - Simon Ferjuc, Tetida d.o.o., consultant, Slovenia
  - Jakša Puljiz, Ph.D., Head of Department for European Integration, Institute for Development and International Relations, Zagreb
- Moderator: Željko Kardum, Financial Commentator, Croatian Radio Television

#### 15:45 - 16:15 PRESENTATION OF INVESTMENT PROJECTS

Training Program for the facilitator in health tourism; **Presenter:** Ambitio College, Educational Institution, Zagreb  
**Project:** Airport Stankovci, Stankovci, Croatia; **Presenter/Info:** Airport Stankovci Ltd/ Medical Group Ltd, Zagreb, Croatia  
**Project:** Center for excellence for chronic joint and spine conditions and regenerative medicine, Biograd, Croatia  
**Presenter/Info:** Vitale B, MD, PhD, Zagreb, Croatia

#### 16:15 - 17:30 HEALTH TOURISM DESTINATION DEVELOPMENT

Healthcare infrastructure as a predictor for new development – Are we ready for the big data and big projects, presentation and panel discussion

Powered by: 

- Speakers:
- Emin Cakmak, Founding Chairman of Global Healthcare Travel Council, Turkey
  - Milovan Vujović, State Secretary, Ministry of Health, Montenegro
  - Tarik Bilalbegovic, Consultant, Ascendant P.F. d.o.o., Bosnia and Herzegovina
  - Lana Kušek, Project Marketing Representative, Tarkett, Croatia
  - Branko Matošević, Mr.sc., Ministry of Health, Croatia
  - Steven Pavletić, dr., vicepresident Association of Croatian American Professionals, USA
  - László Puczkó, Director of Industry Intelligence, Resources for Leisure Assets, Hungary

Moderator: Dr. Prem Jagyasi, Director "Dr.Prem & Associates", India

#### 17.30 .... B2B NETWORKING – B2B MATCHMAKING

## DAY TWO: FRIDAY, 12th October, 2018

#### 9:00 - 11:00 MEDICAL WELLNESS AS INNOVATION IN HOTEL OFFER

Lifestyle medicine-Synergie of health and tourism for new and faster development Presentations and Panel Discussion

INTRODUCTION PRESENTATION 1: "Lifestyle Medicine Prescription for Modern Health Care"

Speakers: • Mladen Golubić, MD, PhD, Medical Director, Center for Lifestyle Medicine, Wellness Institute, Cleveland Clinic, USA

INTRODUCTION PRESENTATION 2: "Requirements of a Financially Successful Wellness Hospitality Development"

- Mr Fabian Modena, Manager, Horwath HTL Health and Wellness, Bangkok, Thailand
- Dr. Tomislav Majić, Founder, The Cardiac Rehabilitation Center at Smarjeske Spa; Expert associate of Medical Group Ltd
- Ajla Čobo, Terme Portorož, Slovenia
- László Puczkó, Director of Industry Intelligence, Resources for Leisure Assets, Hungary
- Dr. Lutz Lungwitz, president, German Medical Wellness Association, Germany

Moderator: Dr. Prem Jagyasi, MD & CEO Dr Prem and Associates, India

#### 11:00 - 11:15 COFFEE BREAK AND NETWORKING

Presentation of Partners Associations - **Association of Croatian American Professionals** - Don Markušić

Presentation of **Zagreb Health Tourism Cluster**; Presenters; Bura M., Bagatin O., Zagreb


11:30 - 12:00 Presentation of investment projects

**HEALTH CARD Global Project** - Mobile Application; **Presenter:** Medical Network Ltd, Zagreb, Croatia

**Project:** Sv.Petar, Healthtourism Resort, Pag, Croatia; **Presenter/Info:** Medical Group Ltd, Zagreb, Croatia

**Project:** Eco/Ethno Health Tourism Center, Lipnik, Croatia; **Presenter/Info:** Medical Group Ltd, Zagreb, Croatia

12:00 - 13:30 "SILVER" ECONOMY AND HEALTH TOURISM - presentation and panel discussion

 Ericsson Nikola Tesla d.d.

- Speakers:
- Dr. John Raffetto, CEO, Ambassador Care Ltd, American Adriatic Health Ltd, Washington D.C., USA
  - Karlo Guštin, M.Sc., MBA, Manager New areas & Strategic Initiative, Ericsson Nikola Tesla d.d., Croatia
  - Tomaž Lorenzetti, CEO LinkedAge Group, Slovenia
  - Amina Ahec Šonje, Director, Ekonomski Lab – Arhivalitika, Croatia
  - Tihana Petričević, Silver Monitor – Startup Factory Zagreb, Croatia
  - Marino Šabijan, LUXHEAL – Startup Factory Zagreb, Croatia
  - Sherif Hassan, President of LUXHEAL, USA
  - Moderator: Dražen Nikolić, Co-founder, Living Lab 50+

#### 13:30 - 14:30 LUNCH BREAK

#### 14:30 - 15:00 PRESENTATION OF INVESTMENT PROJECTS

Hotel resort "Blue SPA", TRIBUNJ, Croatia

Hotel resort "Blue SPA" SRIMA-VODICE, Croatia

Hotel resort "Blue SPA" VRŠI, Croatia

**Presenter/Info:** Ratkajec D., Ratkajec Arhitekti Ltd, Zagreb/Vrbovec, Croatia

**Project:** Senior living Center, Biograd n/m, Croatia

**Presenter/Info:** Medical Group, Zagreb, Croatia

#### 15:00 - 16:30 SPORTS AND HEALTH DESTINATION BRANDING

Sports and health infrastructure as a precondition and support for sport and tourism, Adriatic Region - "pool" of top athletes | Sports and health | Movement and health

- Prof.dr.sc. Igor Jukić, Zagreb, Croatia
- Sanda Čorak, Institute for Tourism, Zagreb, Croatia
- Marijan Kustić, Croatian Football Federation, Croatia
- Miljenko Bura, MD, PhD, Zagreb Health Tourism Cluster, Zagreb
- Vladimir Mozetić, MD, PhD, Kvarner Health Cluster, Rijeka, Croatia
- Moderator: Ranko Četković, General Secretary Assistant, Croatian Olympic Committee, Croatia

#### 16:30 B2B networking – B2B matchmaking

\* Organiser reserves the right to change the Program details