

PARIS

13TH TO 16TH APRIL 2020

Affiliation Cost:
Euro 8250 (All Included)



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India Health Tourism Meet - Paris, France 13th to 16th April 2020

KNOWLEDGE PARTNERS



EVENT PRESENTED BY



Come April 2020, France is scheduled to witness a new revolution courtesy INDO FRANCE EUROPEAN TRIANGLE (IFET) AND MEDICAL AND HEALTH INFORMATION MANAGEMENT ASSOCIATION (MaHIMA). A revolution that will redefine India as a key player in the medical tourism industry besides showcasing its developments in cutting-edge technology, affordable and improved healthcare services.

Over the years there are many reasons people come to India: its culture, the food, the weather. But in recent years, another factor drawing visitors towards India is health care, especially HealthTourism.



India has grown to become a top-notch destination for Medical Value Travel (MVT) because it scores high over a range of factors that determines the overall quality of care. From quality of care, range of procedural and treatment options, infrastructure and skilled manpower to performing any medical procedure with zero waiting time, the list of benefits of travelling for medical treatment in India are many. If India is to achieve its goal of becoming a \$9 billion industry by 2020, then be rest assured that IFET & MaHIMA will have a very major role to play.



The Event:

- The event recognizes, salutes and showcases the contribution of eminent doctors across various medical specialties. To witness this ceremony, we will invite some of the most respected gems of the medical world (Organizations / Doctors / Institutes/ Pharmaceutical Companies / Hospitals / Health Insurance Companies etc.).
- The event will be covered by Trade (Medical Journals), Domestic (Indian) and International Media (AAJ Tak, India Times, Wall Street Journal, CNBC, BBC- To name a few...).



Objectives:

- 1) To promote India as a premier global healthcare destination.
- 2) To provide world class treatment that is fast, accessible, cost effective and above all caring.
- 3) To serve as a platform and encourage dialogue/conversation between various stakeholders in healthcare industry.
- 4) To encourage trade by creating unique B2B institutional linkages.
- 5) To promote technologically medical advanced treatment in India.
- 6) To promote AYUSH and Wellness industry.
- 7) To encourage people to travel to India for medical value reasons.
- 8) To showcase Indian talent in healthcare sector which already has made a global mark.

Date and Venue

IFET and MaHIMA will organize an event in Paris for 4 days from 13th to 16th April 2020.

The April Spring of France will witness the 4-day Gala Event starting with "Lunch at the Indian High commission", the Award Ceremony at the famous "Montparnasse Tower" (The impressive Montparnasse tower is the tallest skyscraper of the French Capital and the third tallest structure in France. It rises at 210m above the ground -which is almost 100 feet less than the Eiffel Tower from where we can witness 360-degree view of Paris and is the most iconic location of Paris). This will also include a window for site seeing, followed by medical tourism meet at the prestigious Palace of Versailles (The Palace of Versailles was the Principal Royal Residence of King of France).



The tentative itinerary will be as follows:

Day 1:

- On arrival in evening - Meet & Greet followed by illuminated city tour of Paris.

Day 2:

- Afternoon Lunch at Indian High Commission.
- Evening - Award Ceremony at Montparnasse Tower.
- Exclusive Interview & Media Coverage with Editor.
- Brand exposure of the Awardees.
- Empanelment on India Health Tourism MVT portal.

Day 3:

- Afternoon City Tour of Paris
- Medical Value Travel Meet & Panel Discussion at Palace of Versailles.
- Meeting management team of Public, Private & University Hospitals.
- Develop partnerships with India Health Tourism Board to increase flow of patients.
- Networking with government officials, health departments & authorities, tourism municipalities, associations & institutions.
- Gain information on various health & insurance related schemes by service & solution providers.
- Source the latest travel offers in the Indian market.
- Learn & access about your competitors.



Day 4

- Return to India.



Health Knight Awards

Celebrating this journey – Back home:

We believe that this event and awards are hugely prestigious and require a grand mention back home (India). On finalization of our panel of doctors, we wish to announce the collaboration of IFET and MAHIMA through a press conference in Mumbai, followed by our onward journey to France. The Press Conference in Mumbai will be attended by top of the line media- across platforms (Print, T.V, Digital and trade). We also wish to showcase our doctors and their achievements through social media campaigns, elaborately shot testimonials- that will be featured on eminent websites and pushed through carefully selected social media platforms and twitter handles. Last but not the least, we would involve eminent journalist and influencers from within the fraternity to further showcase our endeavors and achievements.



Who Can Attend?

- Doctors, Surgeons & other medical professionals
- CEO's & Medical Directors of Hospitals
- Owners of Nursing Homes, Clinics
- CMO's of Hotels & Hospitality Industry
- Members of Medical Associations, Council & Apex Chambers
- Professionals of Fitness & Clubs
- Health & Wellness Therapists
- International Medical Associations
- Healthcare Journalists
- International Hospitals
- Investors building new hospitals
- Govt. Organizations / Bodies
- Insurance Companies
- Travel & Tour Operators
- Hotel and Hospitality Industry