

International Conference and Exhibition on Health Tourism

31 October - 2 November 2013: Hotel Le Meridien: Kochi: Kerala

The Indian healthcare industry is undergoing a phenomenal expansion and India is now looked upon as the leading country in the promotion of medical tourism. It is critical that all stakeholders realize its importance and give more attention to the state of growth of this stream.

The Mega Event

Kerala Health Tourism an International Conference and Exhibition on Health Tourism being organized by Confederation of Indian Industry (CII) in partnership with Kerala Government biannually from 2006 onwards has been very successful.

As a continuation of our effort to promote medical tourism in Kerala, CII is organising the **fourth edition of Kerala Health Tourism 2013 - International Conference and Exhibition on Health Tourism during 31 Oct - 2 November 2013 at Hotel Le Meridien, Kochi, Kerala.**

The program would aim to create awareness about Kerala as Health Tourism destination in the International level by assembling all stakeholders together in a single platform and showcasing their products and services to the **overseas delegation** from health tourism source destinations. **The program would be used to brainstorm the preparedness required by all the stakeholders and also to enhance business linkages.** The program would witness all stakeholders sharing their views and charting action plan towards the upliftment of Health Tourism in Kerala.

Conference

The Kerala Health Tourism would highlight the emerging trends, opportunities and challenges in the Indian health tourism arena, discuss preparedness of Indian hospitals and will be a congregation of hospitals, health insurance companies, policy makers, tourism promotion boards, hotels and resorts, health travel and tour operators, Third Party Administrators, Airlines, Embassies and Trade Offices and international institutions for promotion of health tourism.

The International Conference at the Kerala Health Tourism would have reputed Indian and International speakers from prominent organizations in the Healthcare and Tourism sector and also from State and Central Government.

Overseas Delegations

To create awareness about Kerala as Health Tourism destination among the countries from which generally medical tourist come to India, CII would be inviting delegations consisting of Government official and other representatives of private institutions who are interested in creating business linkages with Health, Travel, and Hospitality industry in Kerala.

Exhibition

Exhibition would provide an opportunity for Indian and international companies to showcase their products and services.

We are expecting to have **more than 400 delegates for the Conference (national & international) and above 2000 visitors** for the exhibition.

Exhibitors' Profile: Leading hospitals, Private clinics, Spas, Tourism promotion boards, Hotels and resorts (with special health packages), Medical organizations, Health departments, Insurance companies, Foreign Insurance Companies, TPAs, Travel and tour operators, Medical tourism promoters, Media, Central / State Government Departments, Embassies & Trade Offices, International institutions for promotion of health tourism, Medical equipment manufacturers / distributors etc.

Request for Participation

I am writing to invite you to participate in this Mega Event by being conference delegate / exhibitor / sponsor / visitor.

The participation at Kerala Health Tourism will offer an unparalleled opportunity to network and showcase and promote your organization among Embassies and Trade Offices, leading national and international Insurance Companies, Third Party Administrators, Health Travel & Tour Operators, Senior Industry CEO's, State Health/Tourism Departments & Other Government Departments. Please use the enclosed reply form to register your participation.

In case you need more details regarding the event please feel free to contact Mr Saji Mathew at saji.mathew@cii.in / Ph.0484-4012300 / 9895757237 or visit www.keralahealthtourism.in

Dr Azad Moopen