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04-06  
MART - MARCH  
2010

2nd Health, Spa&Wellness, Thalasso,  
Thermal and Medical Tourism Exhibition

## TURKSPA - 2nd INTERNATIONAL HEALTH TOURISM DAYS

4 MARCH 2010 THURSDAY

**PANEL; THERMAL SPA AND WELLNESS TOURISM IN TURKEY; VIEWS FROM EUROPE AND NORTH AMERICA**

**Moderators: Dr. Sigrun Lang, Prof. Dr. M. Zeki Karagülle**

**13.30-14.00:** European Trends in Thermal Spa and Health Tourism • **Dr. Sigrun Lang**, President, ESPA (European Spa Association), (Brussels-Belgium), • **Joachim Lieber**, Secretary General, ESPA (European Spa Association), (Brussels-Belgium)

**14.10-14.40:** Thermal, Spa and Wellness Tourism in Turkey; Quo Vadis? • **Prof. Dr. M. Zeki Karagülle**, President, TURKSPA (Turkish Spa Thalasso and Health Resorts Association), (Istanbul-Turkey)

**14.40-15.50: Discussion**

**15.00-15.30: Coffee Break**

**15.30-16.00:** The American Consumer: Opportunities for Spa and Wellness Tourism in Turkey? • **Camille Hoheb**, Business Consultant, Spa & Wellness Yazarı, (Los Angeles-USA)

**16.00-16.30:** Wellness and Health Holidays in Turkey for Europeans; Spa, Thalasso or Thermal? • **Dr. Andrea Sydow**, TUI Vital, (Hannover-Almanya)

**16.30-17.00:** Quality of Spas in Europe - a Summary of 60 Quality Audits in 13 European Countries (incl. Turkey) in the Past 3 Years • **Dr. Kurt von Storch**, Quality Management, ESPA (European Spa Association), (Brussels-Belgium)

**17.00-17.15: Discussion**

5 MARCH 2010 FRIDAY

**TURKEY WILL BE A SHINING STAR IN MEDICAL TOURISM**

**10.30-11.00:** The Dynamics of Turkey in Medical Tourism • **Uzm. Dr. Sinan Ibis**, Head of Medical Tourism Association / Flavius International Medical Travel Organisation (Turkey)

**11.00-11.20:** Turkey and Medical Tourism; Conflicting Points and Possibilities • **Prof. Dr. David G.Vequist**, ABD Center for Medical Tourism Research / University of the Incarnata World (San Antonio-USA)

**11.20-11.40:** The Role of Accreditation in Creating Tourism Potentials • **Prof. Dr. Steve Green**, Trent Accreditations (England)

**11.40-12.00: Coffee Break**

**12.00-12.20:** The Struggle Against the Stream: The Difficulties in Building Health Services Capacity • **David Axon**, Abermed Consulting (England)

**12.20-12.40:** How to be Successful in Medical Tourism • **Jeffrey Carter**, Patientswithoutborders (USA)

**12.40-13.00: Evaluation Break**

**13.00-14.20: Lunch**

**14.20-15.00:** Insurance Methodologies in Medical Tourism Finances • **Armanda F.Polanko**, Texas Benefit (USA)

**15.00-15.40:** Professional and Legal Risks in Medical Tourism • **Dr. Ming-Keng Teoh**, Medical Protection Society (England)

**15.40-16.20:** Increase Income by Protecting Medical Tourists • **Leila Wilcox**, Angelis Insurance UK (England)

**16.20-16.40: Evaluation**

**16.40-17.00: Ceremony**

6 MARCH 2010 SATURDAY

**PANEL; NEW APPROACHES AND NEW CONCEPT IN SPA MARKET ,QUALITY,HEALTH TOURISM**

**Moderators: Prof. Dr. Çimen Karasu**

**13.30-13.35:** Opening

**13.35-14.05:** Spa Market and Quality: Turkey Model Quality Standards • **Lecturer Nihat Ayçeman**, (Massage and Natural Therapies Association, Antalya-Türkiye)

**14.10-14.40:** A New Concept in Health Tourism:"Long Life Villages" • **Prof. Dr. Çimen Karasu**, (Anti-Aging and Aesthetic Medicine Association, Ankara - Türkiye)

**14.45-15.10: Coffee Break**

**15.15-15.45:** New Approaches in Health Tourism Relations of Europe and Turkey • **Dr. Serdar Beklen**, (Europe Turkish Medical Staff Union-Austria)

**15.45-16.15:** Anti-Aging Medicine and Applications in Health Tourism • **Dr. Jean-Pierre Naim**, (Swiss Academy of Anti-Aging Medicine-SAAAM)

**16.15-16.45:** The Standarts and The Importance of Quality Certifications in Spa &Wellness Centers, and The Road to Follow • **Philipp Staats**, (Europe Wellness Institute)

**16.45-16.55: Questions and Discussion**

**17.00: Closure**



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