



INTERNATIONAL MEDICAL TRAVEL CONFERENCE

Post Event Report



The International Medical Travel Conference (IMTC) was held on 12th – 15th December 2006 at the Grand Hyatt, Singapore. More than 250 local and international participants from the medical, travel and medical ancillary industry gathered at this foremost global medical travel event in Asia. The 4-day event hosted a broad range of health service providers introducing the latest trends in the world of health as well as technologies used. Clinics, renowned hospitals, medical specialists and tourism boards used the opportunity provided, to create an important meeting ground. Free consultations provided by all exhibitors highlighted the event and drew in a large number of visitors.

IMTC was opened by guest-of-honour Mr Khaw Boon Wan, Minister for Health of Singapore. Mr Khaw shared on the Ministry's strategies to meet both local and foreign patients' expectations on medical standards. He spoke about enhancing Singapore's capabilities to continuously leverage on medical advances to serve patients and expanding Singapore's capabilities in gearing up for the expansion of foreign patients to Singapore.

IMTC brought together key industry players in the global medical travel market including top healthcare organisations (such as Parkway Group Healthcare, Apollo Hospitals, Dubai Healthcare City and Wockhardt Hospital Group), Medical Travel Agents (such as Destiny Medi Travel, Australia and Cosmetic Surgery Travel), Medical Ancillary Providers (such as International SOS) and Lead Tourism and Government Agencies involved in Medical Travel (such as India Tourism Board, Egypt Tourism Federation, Singapore Tourism Board) who shared their expert knowledge on the issues and challenges facing medical travel. Participants had the opportunity to learn from the bigwigs of medical travel on the factors that are reshaping medical travel and knowledge to develop and implement winning strategies.

Leading vendors such as Blackberry by Research in Motion and SAP presented practical case studies and shared their expert knowledge on the role of technology in medical travel.

Site visits to the four major Healthcare Groups in Singapore, National Healthcare Group, Raffles Medical Group, Parkway Group Healthcare and Singapore Health Services, gave participants a first-hand experience of Singapore's world-class international patient facilities. Participants benefited from the guided demonstration of International Medical Centres in action.

Exhibitions from leading organisations such as Dubai Healthcare City, Gan Advanced Osseointegration Centre, India Tourism, National Healthcare Group, Parkway Group Healthcare, Raffles Hospital Singapore, Singhealth and Sri Ramachandra Medical Centre provided an excellent platform for participants to network and establish new business relationships.

Numerous interactive opportunities were given to participants for networking purposes. Participants were also treated to an exciting themed-dinner amidst a rainforest ambience at the Singapore Night Safari. The Gala Dinner was sponsored by the Singapore Tourism Board (STB).

IMTC closed with positive feedback from participants, speakers, vendors and the media. It paved the way for the next International Medical Travel Conference 2007.



Speakers

IMTC brought together an international panel of speakers in the medical travel players across the Asia Pacific. The speaker line-up was as follows:

- **Anil K. Maini**, President - Corporate Development, **APOLLO HOSPITAL GROUP**, Indraprastha Apollo Hospitals, India
- **Gregory Wade**, Director, Asia Pacific, **BLACKBERRY by RESEARCH IN MOTION**
- **Julie Munro**, CEO, **COSMETIC SURGERY TRAVEL, USA**, Managing Director, **INTERNATIONAL MEDICAL SUPPORT CO LTD**, Thailand & CEO, **SURGERGY TRAVEL INTERNATIONAL, USA**
- **Melanie Bawden & Monique Barnett**, Director, **DESTINY MEDI TRAVEL AUSTRALIA**
- **Dr Fatma Abdulla**, Chief of Strategy & Corporate Planning, **DUBAI HEALTHCARE CITY**, United Arab Emirates
- **Mohd Radzif Yunus**, CEO, **INSTITUT JANTUNG NEGARA**, Malaysia
- **Dr Olivier Lo**, Global Medical Services Medical Director, South Asia Region, **INTERNATIONAL SOS** Workshop Leader
- **Paul vanOstenberg**, DDS, MS, Managing Director, Asia Pacific, **JOINT COMMISSION INTERNATIONAL**
- **Khaw Boon Wan**, Minister for Health, **MINISTRY OF HEALTH**, Singapore Guest of Honour
- **Tan-Hoong Chu Eng**, Executive Vice President, **PARKWAY GROUP HEALTHCARE**, Corporate Marketing / Physician Relations Corporate Communications (Singapore & International Operations)
- **Bernie Poh**, Deputy Group Chief Operating Officer, **PARKWAY HOLDINGS**
- **Choo Oi Yee**, Vice President, Head of Strategic Planning and Corporate Development, **PARKWAY HOLDINGS**
- **Daniel James Synder**, Group Chief Operating Officer, **PARKWAY HOLDINGS**
- **Dr Prem Kumar Nair**, General Manager- Business Development, **RAFFLES HOSPITAL**, Singapore
- **Dr Mehdi Khaled**, Senior Business Development Manager, Healthcare, **SAP ASIA**
- **Dr Jason Yap**, Director, Healthcare Services, **SINGAPORE TOURISM BOARD**
- **Jose F G Ledesma**, CEO, **ST LUKE'S MEDICAL CENTRE**, Philippines
- **Dr Steven Tucker**, Medical Director, **THE WEST CLINIC EXCELLENCE CANCER CENTRE**
- **Vishal Bali**, CEO, **WOCKHARDT GROUP HOSPITAL**, India



Khaw Boon Wan, Minister for Health, **MINISTRY OF HEALTH**



Dr Mehdi Khaled, Senior Business Development Manager, Healthcare, **SAP ASIA**



Melanie Bawden & Monique Barnett, Director, **DESTINY MEDI TRAVEL AUSTRALIA**



International Medical Travel Association (IMTA) Launch

IMTC also saw the launch of The International Medical Travel Association (IMTA). Officiated by Dr Jason Yap, Director, Healthcare Services, of the Singapore Tourism Board (STB) the launch was held at Raffles Hospital.

IMTA aims to bring together the international community of medical travel organisations to promote the development of international medical travel. It will also serve as a networking platform for medical travel players to share knowledge on best practices and trends in medical travel.



STB said that IMTA will help to protect and promote the rights of the international medical travelers.

Exhibitors

The exhibition provided great opportunity for the exhibitors to showcase and introduce their products and services to the delegates. It provided a platform in connecting the exhibitors with potential business partners and it gave participants the chance find out more about what is being offered by these exhibitors.





Sponsors

IMTC was sponsored by the following organisations.

Lead Sponsor



Gold Sponsor



Gala Dinner Sponsor



Refreshment sponsor



Media Coverage

IMTC generated excellent media coverage prior to and after the event. It also gained strong support from related associations regionally and internationally. Publicity for the event included print and online advertisements, email campaigns and event listings. The partners who contributed to the publicity of the event include:

Supporting Organisations



Media Partners



Official healthcare media – India



Online Media Partner



Supporting Media



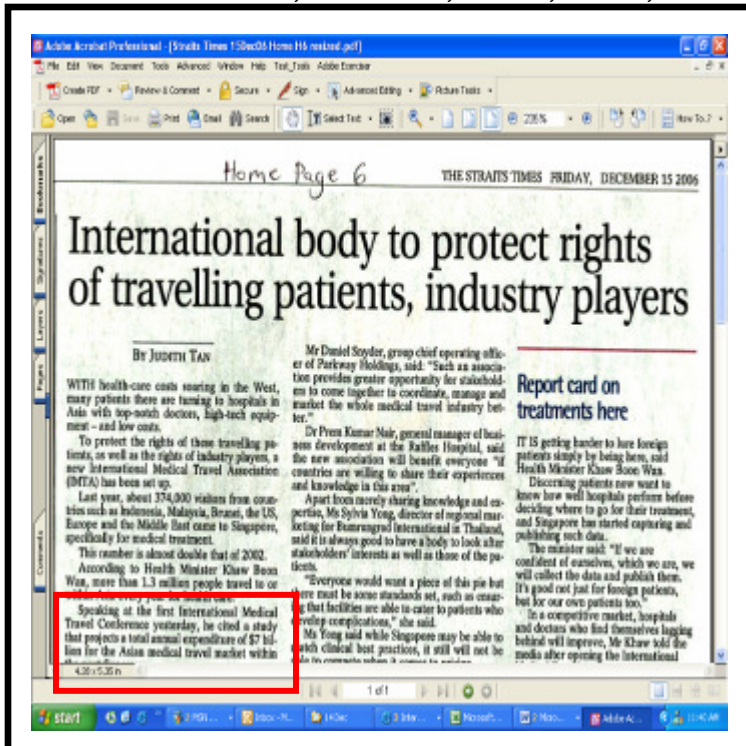


IMTC was widely covered by the media in Singapore and around the region. It managed to generate an equivalent of US\$400,000 advertising dollars. The following were some of the write-ups and broadcasts on the event.

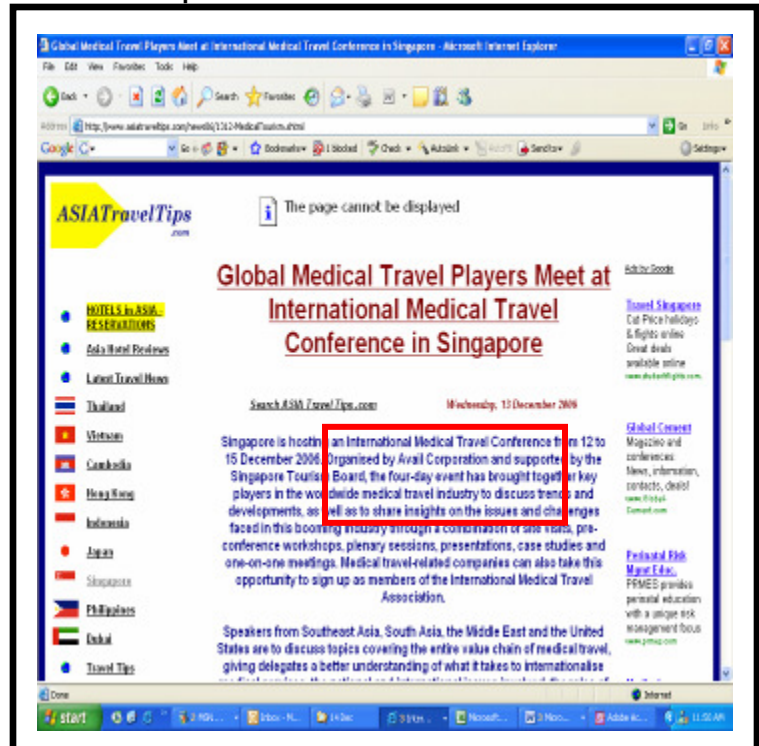
- **International Medical Travel Conference opens in Singapore**, ChannelNewsAsia, December 12, 2006
- **Global Medical Travel Players Meet at International Medical Travel Conference in Singapore**, ASIATravelTips.com, 13 December 2006
- **Get the royal treatment**, TODAY, December 13, 2006
- **New group set up to promote medical travel**, The Business Times, December 13, 2006
- **International Medical Travel Association soft-launches**, TTG TravelHub.net, December 14, 2006
- **Singapore to ramp up hiring of healthcare workers**, The Business Times, Dec 15, 2006
- **International body to protect rights of traveling patients, industry players**, The Straits Times, Home, December 15, 2006
- **US lawyers opts for surgery here**, The Straits Times, December 15, 2006
- **Four plots of land identified for private hospitals**, The Straits Times, December 15, 2006
- **An eye on medical tourist dollars**, TODAY, December 15, 2006
- **Face of medical travel travel looking up in Asia**, TODAY, December 15, 2006
- **938Live, December 14, 2006**
- **Channel 8 News**, 10p.m., December 14, 2006



THE STRAITS TIMES, HOMEPAGE, FRIDAY, DEC 15, 2006



ASIATravelTips.com - Website





Participants

Total number of participants: 259

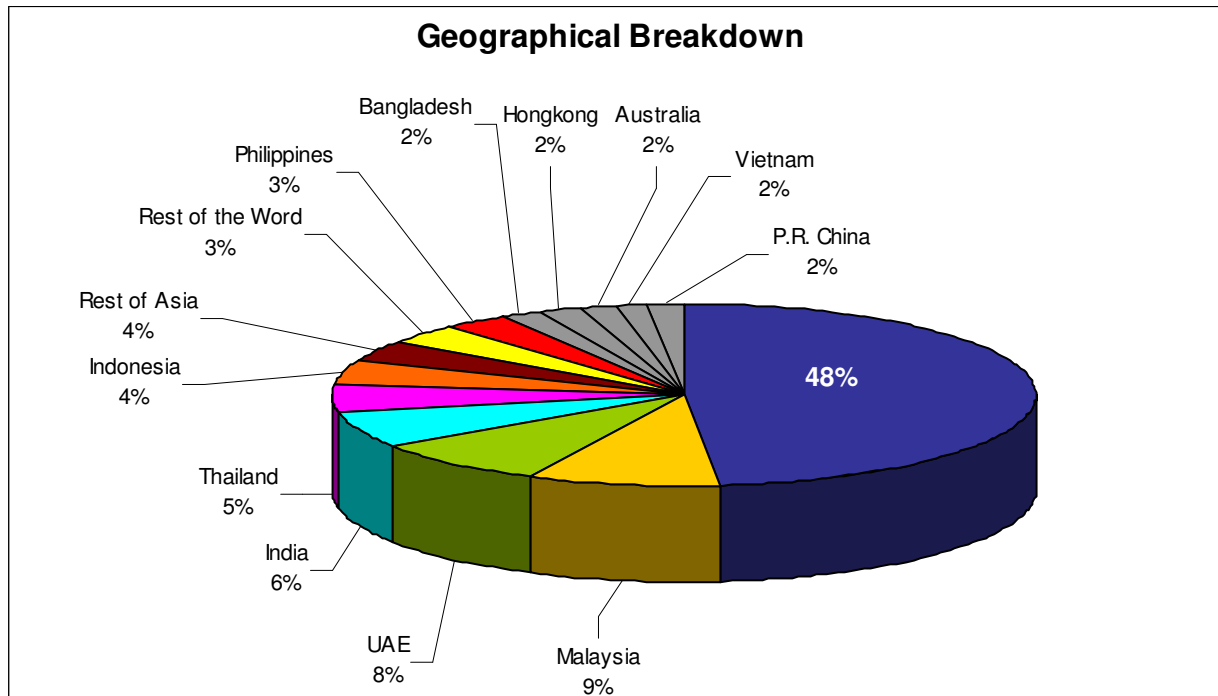
The participants came from the following companies:

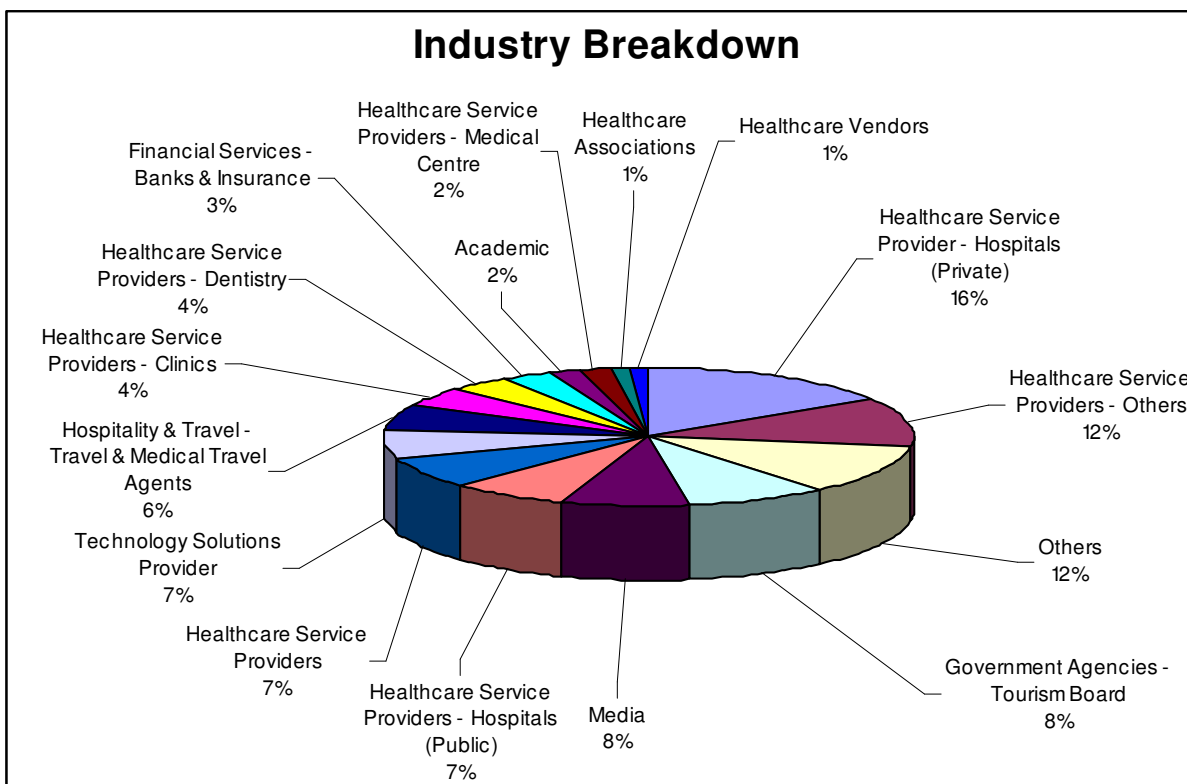
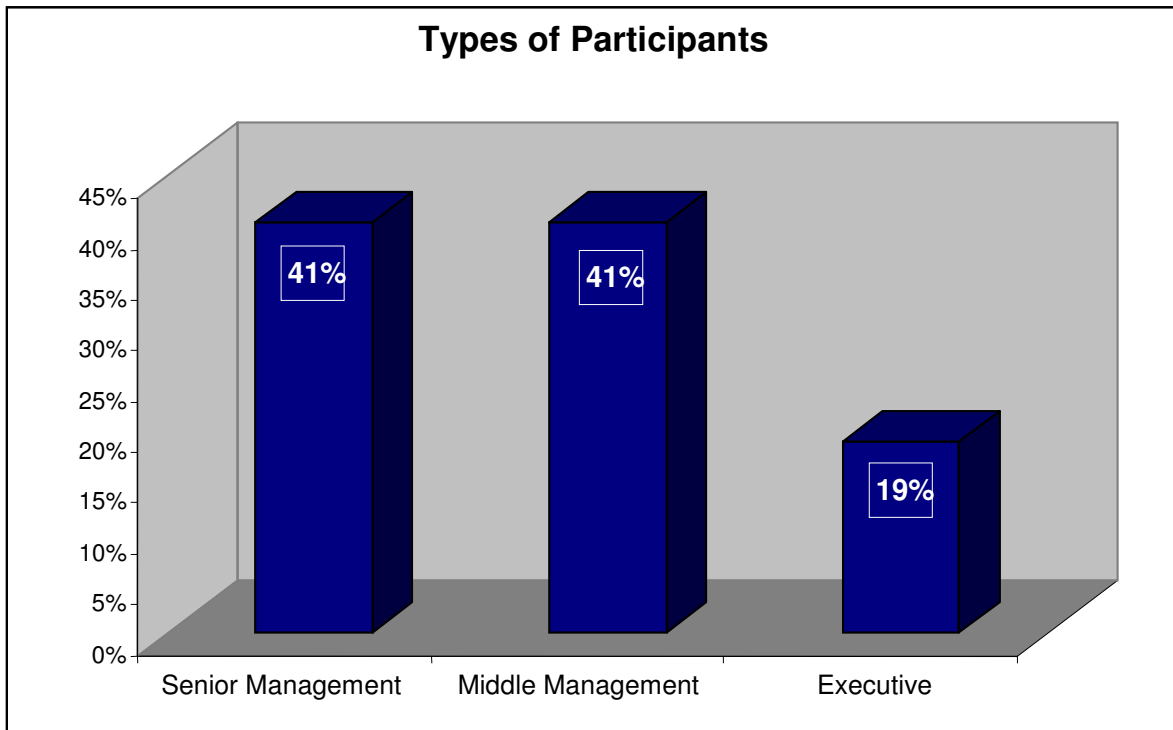
Advanced Integrated Radiology Pte Ltd	GE Healthcare	PT Blue dot Assistance
Al Hayat Pan Arab International Newspaper	Gleneagles Medical Centre Penang	PT Indo Multimedia
Al Khaleej	Goldshield Plc	PT Karimata Prima Komunita - Health Today
Al Madina	Gorgeous Getaways	Radio Singapore International
Alshamel International	H.I.S Travel	Raffles Hospital Pte Ltd
American Express International, Inc	Health News	Research In Motion Australia Pty Ltd
American Hospital Dubai	Holiday Tours & Travel	Research In Motion Singapore Pte Ltd
Anadolu Medical Centre	Hong Kong Economic & Trade Office	RMG Tours
Anasia	Hong Kong Tourism Board	Royal Brunei Airlines
Apollo Hospitals Group (Indraprastha Apollo Hospitals)	Huaxin Chemicals Commodity Co. Ltd	Sahara Global
Asharq Al Awsat	India Tourism	Samitivej
Association of Private Hospitals of Malaysia	Institut Jantung Negara	SAP Asia Pte Ltd
Aura Events, Dubai Media City	International SOS	Silverkris Magazine
Bali Tourism Board	International Times	Singapore Business Visitor
Bangkok Dental Spa	Japan National Tourist Organization, Singapore	Singapore Health Services
Bangkok Hospital Phuket	Jerudong Park Medical Centre	Singapore Management University
Beautiphil Health Holidays Corporation	Joint Commission International	Singapore Medicine
Bumrungrad International	KK Women's and Children's Hospital	Singapore National Eye Centre
Business Times	Korea National Tourism Organization	Singapore Press Holdings
Business Traveller	KPJ Healthcare Berhad	Sri Ramachandra Medical College & Research Institute
Capital Radio 95.8FM Channel I	Kumpulan Perubatan Penawak	St Luke's Hospital, Philippines
Cheng Hsin Rheabilitation Medical Centre	Macau Government Tourist Office	Sunday Times of India
Citibank Singapore Limited	Mastercard Worldwide	Susan Lim Surgery
Clemenceau Medical Centre Clinic	Mediacorp News Pte Ltd	Sutera Tours
CMPMedica Asia Pte Ltd	Mediacorp Radio Singapore Pte Ltd	Taiwan Tourism Bureau-Singapore office
CNA	Medical Systems, Division of GE Pacific P/L	Tenet Insurance Company Ltd
Columbia Asia	Medical Tribune	The Borneo Post
Cosmetic Surgery Travel LLC	Medilink	The Business India Group
CSDMS (e-health)	Ministry of Health	The Daily Prothom Alo
Day Surgery International P/L	MNTV	The Independent
Dental Design Clinic & Lab	Money	The Straits Times
Dentalsea Clinic	Natas Travel	The Transit Café
Destiny Medi Travel	National Cancer Centre Singapore	TODAY
Dr Sunil Dental Clinic	National Dental Centre	Total Health Trust
Dubai Healthcare City	National Healthcare Group	Transhealth
Earth Star Holistic Consultancy	NCI Cancer Hospital	TTG Asia
Economic Daily	NMC	UEM Land Sdn Bhd
Egyptian Tourism Federation	Onodor Newspaper	Unicon Management & Consultants (S) Pte Ltd
Eu Yan Sang International	Overseas Express Travel & Tours (M) Sdn Bhd	UOB Travel Planners
EVE Magazine	Panacea - IMTJ	Upali Newspapers Limited
Ezyhealth	Parkway Group Healthcare	Validus International Pty Ltd
Ezyhealth (S) Pte Ltd	Parkway Holdings	Vega Trading Travels & Tours
FIT Magazine	Penang Adventist Hospital	VTV2
Fusion Marketing Management LLC	Persona Magazine	Wallis
GAOC Dental	Petcharakorn Group Travel Co. Ltd	West Clinic-Excellence Healthcare
Garuda Indonesia	Philippine Star	Wockhardt Group
GE	PR Agency	Zhejiang Yusheng Medical Instrument Co. Ltd
	Premier Service Medical Aid Society	
	Prothom Alo	



BREAKDOWN OF PARTICIPANTS

INDUSTRY BREAKDOWN			GEOGRAPHICAL BREAKDOWN		
		%			%
1	Healthcare Service Provider - Hospitals (Private)	16	1	Singapore	48
2	Healthcare Service Providers - Others	12	2	Malaysia	9
3	Others	12	3	United Arab Emirates	8
4	Government Agencies - Tourism Board	8	4	India	6
5	Media	8		Thailand	5
6	Healthcare Service Providers - Hospitals (Public)	7		Indonesia	4
7	Healthcare Service Providers - Others	7		Rest of Asia	4
8	Technology Solutions Provider	7		Philippines	3
9	Hospitality & Travel - Travel & Medical Travel Agents	6		Rest of the World	3
10	Healthcare Service Providers - Clinics	4		Bangladesh	2
11	Healthcare Service Providers - Dentistry	4		Hong Kong	2
12	Financial Services - Banks & Insurance	3		Australia	2
13	Academic	2		Vietnam	2
14	Healthcare Service Providers - Medical Centre	2		P.R. China	2
15	Healthcare Associations	1			
16	Healthcare Vendors	1			







Testimonials

"Once again, congratulations to you and your team for putting together all the ingredients for a successful IMTC! The participants have been full of praises on the organization and communications. Every participant that I came across was very upbeat about the opportunities presented during the event."

Bernie Poh

Deputy Group Chief Operating Officer
PARKWAY HOLDINGS

"Last week was a great conference & networking event for our new industry initiative - really interesting being a founding part of an occasion that, hopefully, will become a major influencing & accrediting force within the Medical Travel industry in the years to come - besides meeting many new friends & colleagues."

Angus Fraser, MHCIMA, MInstSMM

Regional Director (Asia)
FUSION MARKETING MANAGEMENT LLC

"We would like to thank you for putting together such an informative conference. The uniqueness of the Conference being the first held for International Medical Travel gives credit to the acknowledgement worldwide that Medical tourism both in the Surgical and Cosmetic Surgery fields is the new tourism market and that standards and criteria for all parties involved in need to be look at so as not to cause any negative publicity and endanger patient safety....The format of the conference was good. Additional time for one on one meeting with contacts should be allowed after the initial networking program that I found to be a very good idea. "

Melanie Bawden

Director
DESTINY MEDI TRAVEL AUSTRALIA

"I was very happy to participate in the IMTC conference which was very successful and I think it was very important as first step in building stakeholder relationships between healthcare leaders. It provided great networking opportunities for healthcare providers, buyers and suppliers through all the sessions, case studies and presentations given during the conference."

Mounes Kalaawi, MD

CEO
CLEMENCEAU MEDICAL CENTER



About Avail Corporation

Avail Corporation specializes in the provision of strategic business events and sales services throughout the Asia Pacific region. Through a wide range of strategic conferences and summits, masterclass training, customized event planning as well as sales and marketing services. Avail Corporation’s focus is on the creation of value by providing economical and efficient channels of access, helping to fill the need for modernization of business thinking by preparing government and commercial conferences to explore these modern issues. For more information please visit www.availcorp.com.

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	Contact
<p>For further information on how to get involved in Avail Corporation’s series of Healthcare events, please contact Geraldine Chew at;</p> <p>T. +65 6324 9733 E. gchew@availcorp.com</p>	