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**Ministry of Tourism**  
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**PHD**  
**CHAMBER**

**PROGRESS HARMONY DEVELOPMENT**

Estd. - 1905



# MEDICAL AND WELLNESS

## TOURISM SUMMIT – 2015

(Destination - Brand India)

August 27th, 2015; India Habitat Centre, New Delhi

Registration Starts at 9.30 am



## **About Medical And Wellness Tourism Summit**

Medical Tourism is becoming a popular option for tourists across the globe. It is a form of Niche Tourism market which has been rapidly growing in the recent years. It encompasses primarily and predominantly biomedical procedures combined with Travel & Tourism. Medical Tourism or Health Tourism can be broadly defined as provision of 'Cost Effective' private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment. This process is being facilitated by the corporate sector involved in medical care as well as the tourism industry of the respective country- both private and public. It is referred as travelling to different countries for healthcare purposes.

It is well known around the world that, India offers “First World Treatment at Third World Prices”. India is a country that makes around 30 thousand doctors and nurses every year and is known worldwide for its eligible and capable professionals in this field.

PHD Chamber aims at creating a strong platform to exchange best practices and experiences, discuss challenges and opportunities, future perspectives and changes in Medical & Wellness Tourism sector. It is also an excellent opportunity to explore new ways to actively penetrate in and attract more tourists from the new emerging markets as well as discuss actions aimed to promote India as one of the favourable and upcoming Medical & Wellness Tourism destination.

The series of the said summit to cover Medical & Wellness aspect of Tourism Industry was started in the year 2012 and the 1st Summit was held on July 26th, 2013 at PHD House, New Delhi which was a first of its kind in India. In keeping with the success of the Medical & Wellness Tourism Summit 2013, PHD Chamber organized 2nd of the series of the said Summit which was held on July 25th, 2014 at India Habitat Centre, New Delhi. Both the Summits were inaugurated by Mr. Parvez Dewan, Former Secretary, Ministry of Tourism, Government of India and proved to be a runaway success.

Taking the legacy forward, PHD Chamber is organizing Medical & Wellness Tourism Summit 2015 on August 27th, 2015 at India Habitat Centre, New Delhi.

### **CHIEF GUEST**

**Dr. Mahesh Sharma\***

Hon'ble Minister of State for Tourism  
And Culture (Independent Charge) &  
Civil Aviation, Government of India

Conformation awaited\*



**“We Travel not to Escape Life,  
but for Life not to Escape us”**



## BENEFITS OF PARTICIPATING

- Showcase India as a Medical and Wellness Tourism destination - infrastructure, opportunities.
- Provide a platform for open house discussion between Governments (Central and States) and Health fraternity regarding issues and opportunities affecting Medical and Wellness tourism in the Country.
- Highlight Govt. Policies on Medical travel - what more can be done, what is being done
- Discuss about International Medical Travel - growth, trends
- Provide suggestions / recommendations to improve the business skills and practices of Medical and Wellness tourism operators.
- Provide new innovative strategies to assist Medical and Wellness tourism businesses and Medical and Wellness tourism destinations promotion
- Enhance marketing and positioning of Medical and Wellness Tourism in the country.
- Play a catalytic role in setting the Agenda of Medical and Wellness Tourism for 2015
- Opportunities, Challenges, Next Steps
- Provide a platform to brainstorm the challenges that insurance companies face when dealing with Indian service providers.
- Showcase Path breaking work done by hospitals in India.
- Brainstorm legal issues - medical malpractice, ethical issues etc.

## TARGET PARTICIPANTS

- Captains of Medical and Wellness Tourism Industry
- International & National Medical and Wellness Tourism Experts
- Corporate Groups with investments in Medical infrastructure /Medical and Wellness Projects
- Indian and Foreign Tour Operators
- Medical and Wellness vacation Planners
- Institutes imparting Medical and Wellness Tourism related Education
- State Tourism Boards
- Airlines
- Medical and Wellness care professionals
- Doctors
- Medical Equipment Companies
- Pharmaceuticals
- Biotechnology Companies
- Hotels
- Spa Wellness
- Travel Companies
- Insurance Companies
- Medical Students
- Non-Profit Organizations etc.

### THE PROBABLE ISSUES OF DISCUSSION

- Branding India as a better destination for Medical and Wellness Tourism
- Innovative strategies to promote Medical and Wellness Tourism
- Proper marketing for Medical and Wellness Tourism
- Inadequate Grievances Redressal policy
- Legal remedies for medical malpractice
- Highly unorganized Medical and Wellness Tourism sector
- Inequities embedded in the Medical and Wellness care system
- Combining Medical and Wellness Tourism with Spiritual Tourism

### TAKE AWAYS

- Latest thinking from senior industry and policies from government leaders
- B2B and professional networking
- New investment opportunities in Medical Tourism market

## ABOUT US

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organization working at the grass-root level, with strong national and international linkages. The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship, through its research-based policy advocacy role, positively impacting the economic growth and development of the nation. PHD Chamber is more than an organization of the business community, as it lives by the chosen motto 'In Community's Life & Part of It' and contributes significantly to socio-economic development and capacity building in several fields.

PHD Chambers Tourism Committee aims to promote various Tourism activities in the country and endeavours to organize various Tourism conferences and activities in close cooperation with the Ministry of Tourism and State Tourism Boards. The Tourism Committee through its various activities endeavours to identify and bring together on one platform those stakeholders and organizations who will eventually benefit from the Tourism Industry in India.

Tourism – Either Heritage, Medical, Golf, Caravan, Film, Luxury, Culture, Spiritual, plays a critical role in the growth of Tourism industry in India.

Tourism Committee which has been successfully promoting the stakeholders of the tourism industry in the Northern and Central States by means of conducting activities in close co-operation with the corporate sector and local authorities.

Our main focus has been to synergize the States, to join efforts for developing an integrated approach to develop and promote the tourism Industry.

### The Chamber through its Tourism programmes endeavours:

- Showcase India as a Tourism destination - infrastructure, opportunities.
- Provide a platform for open house discussion between Governments (Central and States) and concerned fraternity regarding issues and opportunities affecting tourism in the Country.
- Highlight Government Policies on Travel Industry - what can be done, what is being done
- Discuss about International Tourism and Travel - growth, trends
- Provide new innovative strategies to assist tourism businesses and tourism destinations promotion

### For further enquires please contact :

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## Glimpses - Medical and Wellness Tourism Summit - 2014

