

PRESS RELEASE

International Conference on Health and Medical Tourism: “TRAVEL FOR CURE: PROSPECTIVE, STRATEGIES AND ACTIONS”

*An International **Conference on Health and Medical Tourism** will be held on the 12th and 13th December 2019 in Brindisi (Italy) at the premises of the **Chamber of Commerce of Brindisi** (Via Bastioni Carlo V, 4). The Conference is organized within the frame of the project In-MedTour - “Innovative Medical Tourism Strategy”, co-funded for 897.703,80€ by the Interreg V-A Greece-Italy Programme 2014-2020,*

The conference is organized by the Chamber of Commerce of Brindisi- Project Beneficiary 5. The other Beneficiaries participating in the project are the National Organization for Health Care Services Provision – EOPYY- (Lead Beneficiary), the Municipality of Santa Cesarea Terme (Project beneficiary 3), the University of Patras – Special Account for Research Grants, Department of Business Administration (Project Beneficiary 4) and Greek Ministry of Tourism.

The first day of the Conference will consist of the following thematic sessions:

1. Trend of the International market
2. Best practices and working model
3. Dimensions and characteristics of the Italian market
4. Towards regional medical tourism clusters in Puglia and Greece

While the second day, a study visit at CETMA (Technologies Design and Materials European Research Centre), in Brindisi, will take place.

The purpose of the Conference is to provide useful insights about strategies and actions to experts involved in the field of medical tourism. Invited speakers from various countries will highlight the importance of health tourism and they will also present examples of existing healthcare tourism networks. The conference is expected to contribute to the exchange of best practices and hopefully spread the idea of health tourism to a wider public.

Contact details:

Tel. 0039/0831228215

inmedtour@br.camcom.it

In-MedTour Website: <http://www.inmedtour.eu>

In-MedTour Facebook Page: www.facebook.com/InMedTour

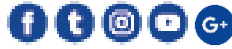


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Interreg V-A Greece-Italy Programme is a European Territorial Cooperation Programme that aims to help public institutions and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries. Interreg V-A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.