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21st EMITT Tourism Exhibition announcing the “Health Tourism Special Section” as part of “8 -14 April Health Week”!

Goal of Health Tourism until 2023: 2 million foreign patients and 20 billion USD revenue

8 – 14 April is celebrated as Health Week every year. EMITT is working on new initiatives focusing on further growth of health tourism and helping health tourism industry to achieve higher revenues and to make bigger contribution to national economy. Bringing together health tourism professionals from around 30 countries including Germany, United Arab Emirates, Iraq, Iran and Kuwait and representatives of the tourism industry, EMITT will contribute to national economy by facilitating new business partnership opportunities.

Organized by **ITE Turkey**, the organizer of leading trade events for the leading industries of Turkey, EMITT-East Mediterranean Tourism and Travel Exhibition brought together national pavilions, travel destinations of Turkey, health tourism destinations, tour operators, travel agencies and hotels. Joined by 4500 exhibitors from around 70 countries, EMITT served as a platform where new business agreements and bookings were made and new partnerships were created.

Emphasizing the importance of health tourism at 8 – 14 April Health Week, **ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın** said: “*At the 21st EMITT Tourism Exhibition, exhibitors and visitors will get a chance to meet and enter into new partnerships with health tourism professionals from around 30 countries including Germany, United Arab Emirates, Iraq, Iran and Kuwait. Health tourism in Turkey offers a huge untapped potential that might make a big contribution to national economy. As EMITT team we’re working on mobilizing this potential and helping this sector revive.*”

The 10th Development Plan, which will be brought to life until 2018, gives great emphasis on Health Tourism as well. The “Action Plan for Development of Health Tourism” outlines specific goals such as reaching 100.000-bed capacity in thermal tourism and reaching 3 billion USD revenue target by serving 1.500.000 (600.000 visiting for treatment) foreign thermal tourists. The same action plan also foresees entering top 5 destinations of the world, treatment of 750.000 foreign medical patients and making a 5,6 billion USD revenue from medical tourism. The plan also aims to reach 750 million USD revenue until 2018, with 150.000 foreign tourists in senior citizen tourism.

The 2012 annual report released by the Health Tourism Department of the Health Services General Directorate of the Ministry of Health of Turkish Republic, sets forth the targets for 2023 as 2 million foreign patients and 20 billion USD revenue. 10% of this amount is expected to come from public hospitals. The report shows that 74.093 foreign patients in 2008, 91.961 foreign patients in 2009, 109.678 foreign patients in 2010, 156.176 foreign patients in 2011 and 210.000 foreign patients in 2012 received paid medical treatment in Turkey. In 2011, foreign patients from 107 countries received treatment at hospitals in our country. With high quality service and lower costs it offers, Turkey aims to become a leader in the global health tourism industry. Major short and long term steps are taken in Turkey with a view to empowering health tourism in Turkey.

***Hacer Aydın:** “According to “Turkey Health Industry Report” released by Deloitte in 2014, among the major countries that prefer Turkey are neighboring countries, European countries, and Asian and Arabic countries that share similar religions and culture. As the aged population in Europe grows, so do the health expenditures. Especially high treatment costs and long waiting lines in certain foreign countries, force people to look for countries where they can get both low cost medical treatment and go sightseeing. Thus, especially in recent years, many patients started to prefer health tourism packages that cover treatment, vacation and transportation services. Parallel to our goal of making Turkey one the most preferred countries for health tourism, we decided to open the “Health Tourism Special Section” at 21.st EMITT Tourism Exhibition.”*

Thanks to the eight exhibitions organized by ITE Group in the area of ‘tourism and travel’ in five countries all of which are the leading events in their fields in their specific regions, ITE Group has profound experience and expertise in the sector. And ITE Turkey has the gained profound experience and expertise in the tourism and travel sector thanks to the EMITT Tourism Exhibition, which it has been organizing for 20 years. Combining the powerful global network offered by ITE Group Plc. and ITE Turkey’s experience and portfolio, EMITT will continue to create a more powerful synergy for the tourism industry.

21st East Mediterranean Tourism and Travel Exhibition – EMITT will be held in January 2017.

www.emittistanbul.com

About EUF – E Uluslararası Fuarçılık and ITE Turkey

EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş., an affiliate of ITE Turkey, has been organizing exhibitions since 1999 for packaging, energy, construction machinery, food, furniture, stationery, promotional items, water and wastewater, tourism, rail systems and logistics industries. With the support of international exhibition company ITE Group Plc.’s global information network, experience and global partnerships, EUF A.Ş organizes; ANKOMAK (International Construction Machinery, Building Elements and Construction Technologies Exhibition), IPACK TURKEY (International Packaging and Food Processing Systems Exhibition), IWE ISTANBUL WATER EXPO (Istanbul Water and Waste Water Treatment Technologies Exhibition and Conference), EMITT (East Mediterranean International Tourism and Travel

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Exhibition), EURASIA RAIL (International Rolling Stock Infrastructure and Logistics Exhibition), GLOBAL OIL & GAS TURKEY (Turkish International Oil and Gas Conference) and WORLDFOOD ISTANBUL (International Food Products and Processing Technologies Exhibition).

ITE Turkey is the Turkish affiliate of ITE Group Plc, an international trade exhibitions organization company that organizes over 240 exhibitions and conferences annually at the global level with over 1000 experienced personnel from 32 offices in 20 countries. Organizing leading trade exhibitions in the leading sectors of Turkey, ITE Turkey is comprised of YEM Fuarçılık, EUF - E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Uluslararası Fuarçılık and TF Fuarçılık companies.

ITE Turkey organizes the leading trade exhibitions of Turkey for the construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, rail systems and logistics industries and gets its power from its profound experience in Turkey and the region and from the global network of ITE Group. ITE Turkey, offers opportunities for new business deals, partnerships and purchasing agreements by opening its powerful global network in the exhibition industry to every sector it operates in and contributes to the growth of these industries.

www.ite-turkey.com

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