

Side Conference – 2 June 2023

EDUCATION AND SKILLS IN MEDICAL AND WELLBEING TOURISM

Sofia Balkan Palace, Serdika Hall

09:00 – 10:00 **Registration**

10:00 – 10:20 **Welcome Remarks**

H.E. Mr. Zurab Pololikashvili, Secretary-General, UNWTO

H.E. Mr. Ilin Dimitrov, Minister of Tourism, Bulgaria

10:20 – 10:35 **Setting the Scene**

Mr. Thierry Dubois, President, European Spas Association

Mrs. Csilla Mezösi, Secretary-General, European Spas Association

10:35 – 11:15 **Panel I: Europe as increasingly popular Medical and Wellbeing destination**

- H.E. Mrs. Ieva Valeškaitė, Deputy Minister of Economy and Innovation (Lithuania)
- H.E. Mrs. Mariam Kvrivishvili, Deputy Minister of Economy and Sustainable Development (Georgia)
- Mrs. Maryana Oleskiv, Chairperson, State Agency for Tourism Development (Ukraine)
- Mrs. Silvia Doušová, Director of Tourism Department, Ministry of Regional Development (Czechia)
- Mr. István Ujhelyi, MEP, Vice-Chair of TRAN Committee, European Parliament
- Dr. Siyka Katsarova, President, Bulgarian Union of Balneology and Spa Tourism (Bulgaria)

Moderated by Prof. Alessandra Priante, Director for Europe, UNWTO

11:15 – 11:30 **Coffee Break**

11:30 – 12:10 **Best practices from USA and China**

Mr. Wang Wei (Duma), CEO, Hiseas International Tourism Group

Mr. Armin Ernst, CEO and President, Steward Health Care (video message)

12:10 – 12:25 Keynote message on education in tourism

Mrs. Natalia Bayona, Director, Innovation, Education and Investments, UNWTO (video message)

12:25 – 13:25 Panel II: Education and skills in health tourism

- Prof. Dr. Todorka Kostadinova, Vice Rector, Medical University - Varna / Board member and former Vice-President, European Health Management Association (Bulgaria)
- Mrs. Elitza Stoilova, CEO, UMNI AI (Bulgaria)
- Mr. Roberto Antunes, Executive Director, NEST (Portugal)
- Mr. Ricardo Leitão, Nova Medical School (Portugal)
- Mr. Massimo Caputi, President, Federterme (Italy)

Moderated by Mrs. Csilla Mezösi, Secretary-General, European Spas Association

13:25 – 13:30 Closing Remarks

Mrs. Polina Karastoyanova, PhD, Executive Director, Bulgaria National Board of Tourism

13:30 – 14:45 Lunch

Location: Sofia Balkan Palace, Labels Restaurant

14:45 – 16:45 Masterclass for national tourism stakeholders

Trainer: Mr. Mike Wallace, Hot springs, medical spa and wellness expert

Part 1:

- Introduction
- Post-pandemic well-being and medical tourism / what has changed / new customer expectations / - with interactive discussion
- Training & Education what has changed / new demands and expectations / - with interactive discussion

Part 2:

- Finding & Marketing your USP (Unique destinations from around the world / Bulgaria's USPs / the new markets and ideas)
- The Czech Voucher System overview

Part 3:

- Sustainability in Health Destinations / making sustainability an attractive USP feature / ideas from around the world
- Short Presentation on unique Slovenian sustainability programs (Mr. Iztok Altbauer)

Part 4:

- Panel discussion with audience participation and interactive discussion