



Under the auspices of the PRESIDENCY OF THE REPUBLIC OF TURKEY



Hestourex 2nd World Health Sport Tourism Congress & Exhibition 2018



Hestourex 2018 Post Show Report

Hestourex- 2nd World Health Sport Tourism Congress & Exhibition 2018

he second edition of HESTOUREX 2018 was held between 5th - 8th April 2018, at ANFAŞ EXPO Center, Antalya, Turkey. The event was organized by the Aktuel Expo Company under the auspices of the Presidency of The Republic of Turkey and it is supported by the Prime Ministry, Ministry of Foreign Affairs, Ministry of Culture and Tourism, Ministry of Economy, Ministry of Health, Ministry of Youth and Sports, Ministry of Development.

ESTOUREX Congress & Exhibition is the largest multi-disciplinary platform of its kind, established with the aim to introduce the potential in Health, Sport and Alternative Tourism in the world, by developing bilateral co-operations between the countries in global professional business meetings.



Our endeavor, through the "HESTOUREX 2018" was to showcase Turkey and its immense pool of medical capabilities, create new tieups with sports federations, agencies, hotels and alternative tourism sectors, as well as to utilize new opportunities for potential business collaborations between the participating countries.

he aim of this international business development platform was to develop new strategic partnerships in the Healthcare, Sports and Tourism services from Turkey to various countries. Hestourex 2018 will help to bring together the Turkish healthcare providers and international audiences to enable interactions and discussions to enhance the existing synergies in the healthcare, wellness, sports and tourism sectors.

estourex 2018 was the second International business event on Health Tourism, Sport Tourism and Alternative Tourism worldwide. This event presented an opportunity to interact, network and collaborate through B2B platform, the exhibition and the conference among the top medical facilitators, tour agencies, government bodies, sports federations and agents from all around the world.

Facts and Figures



253 exhibiting companies, 5017 foreign delegates from 165 countries

There were 253 exhibiting companies who presented and promoted exclusive medical services and expertise in healthcare, mainly from hospitals, clinics, sport tourism operators,



sport facilites, hotels, airlines, tour and travel companies.

any more companies, brands, destinations and products & services in the international health tourism and sport tourism were represented in the exhibition area.

The invited delegates were representatives of travel agencies, associations, private hospitals, state hospitals, clinics, sports federations, sports clubs and international press This organization had the benefit of a worldwide recognition and appreciation by the help of its scale in terms of participation and potential business development.

INAUGURATION



he event was inaugurated by Münir Karaloğlu the Governor of Antalya, in the presence of diplomats and senior directors of government bodies in Turkey. The Congress and Exhibition was also attended by high government bodies such as Ministers, Governors, Mayors, Members of Parliament, TURSAB - Association of Turkish Travel Agencies, District Mayors, executive members of non-governmental organizations and the business representatives of Antalya & Turkey.

These high dignities of Turkey, shared their wonderful thoughts and views on the stage of Hestourex event. The inaugural speech was addressed by Mr. Emin Çakmak, Chairman of Turkish Healthcare Travel Council, Mr. Ali Bıdı, ANFAŞ Chairman of the Board, Mr. Erkan Yağcı, President of AKTOB – Association of Mediterranean Touristic Hoteliers, Mr. Firuz Bağlıkaya, President of TURSAB - Association of Turkish Travel Agencies, Mr. Menderes Türel, Mayor of Antalya, Mrs. Gökçen Özdoğan Enç, Member of Parliament, Mr. Fikri Ataoğlu, Minister of Tourism & Environment of Turkish Republic of Northern Cyprus, Mr. Münir Karaloğlu, Governor of Antalya.



EXHIBITION

A nexclusive exhibition of Hestourex 2018 was held at Antalya Expo Center, Turkey. Hestourex has successfully accomplished its targets with 253 exhibiting companies and 5017 buyers from 165 countries. Moreover mid-term and long-term business potential created by Hestourex has reached 4,5 Billion USD with 50.387 scheduled business meetings. It was comprised of exhibition, panel discussions, regional forums and B2B meetings and attracted participation from all leading Turkish hospitals, medical facilitators, wellness organizations, sports federations, hotels and alternative tourism associates. Invited foreign delegates were from Europe, Central Asia, Africa, Middle East and South and East Asia including SAARC apart from other national and International professional visitors.

he exhibition received an overwhelming response from the industry globally, with participation from all major hospitals, healthcare centres, sports and alternative tourism associates, regional development agencies and hotels.



B2B MEETINGS

The total 50.387 scheduled business meetings were held during the event which resulted in valuable business tie-ups and cooperation between the industry stakeholders from all around the world. The concept behind this program is to develop a strategic partnership that paves a roadmap of concrete opportunities in the field of medical, holistic healthcare, sports & alternative tourism sectors between Turkey and participating countries.

These International business development meetings and planned B2B sessions with hosted buyers from 165 countries were organised with the help of a special software developed for this purpose. Scheduled B2B meetings were followed by further negotiations at exhibition booths and meeting areas. All stakeholders had the chance to network, negotiate, and conclude business agreements with many international counterparts.





B2B MEETINGS







CONFERENCE / PANEL DISCUSSIONS

he two days International conference and panel discussions were held at Conference Hall A and Conference Hall B of Antalya Expo Center. It was regulated by the government affiliated health societies and featured a group of CEOs, policy makers, medical doctors, medical facilitators, national and international leaders from healthcare, sports federations and related industries sharing knowledge and best practices in the sector and also showcased the various opportunities that Turkey offers to the world in terms of multi disciplinary tourism segments.





FACILITY VISITS

HOSPITAL VISITS

Hospital Visits were organized for various foreign delegations on the last day to provide them with utmost exposure to the Turkish hospital infrastructure equipped with the highest technology of medical instruments and to showcase them the huge potential of Turkey in the healthcare sector. During the visit, foreign delegations addressed the potential issue of language barrier with international patient coordinators, hospital directors, doctors and nurses.

SPORT FACILITIES

Interested foreign delegates of golf, football, tennis and indoor sports have visited sports facilities and hotels in different resorts of Antalya area.

CITY TOURS

On the last day of the event all interested participants had the opportunity to visit some world famous touristic destinations like the ancient city of Perge, the Old Town and Düden Waterfalls in Antalya.









COCKTAIL PARTY / GALA DINNER

A fter having a tight daily schedule of congress & exhibition between stakeholders and other company representatives from different countries, it was time to keep our delegates relaxed. A wonderful evening party was held for our invited foreign delegates. The cocktail party took place at 'The Land of Legends Hotel' and the Gala Dinner was organised at Concorde De Luxe Resort Hotel. The beauty of the party was blended with the beauty of the evening of Antalya. The program continued with magnificent international dance performances and concerts.























MEDIA COVERAGE

Sample of international media covers and news about Hestourex from different countries like Russia, Kazakhstan, Uzbekistan, Georgia, Azerbaijan, Belarus, Tajikistan, Turkish Republic of Northern Cyprus, UAE, Germany, China, Finland, Pakistan and United Kingdom are presented below. Moreover, international magazines have published articles related to medical tourism and sports tourism sectors of Turkey.



3 5 по 8 хвітня 2018 року в саному південному місті Туреччини - Анталія, вже традиційно, відбулася II Всесвітня конгрес-виставка НЕSTOUREX-2018 в сфері медичного, спортивного і альтерналивного туркому.

Закід пройшов на базі найсучаснішого виставкового залу «ANFAS Expo Center» під егідою Президії та за стримник Міністерства закордонних справ, Міністерства економіки, Міністерства культурні і туризану, Міністерства сохронні доровії, Міністерства у справак молоді та спорту, а також Міністерства Розвинку Турецької Риссубліки.





На урочанстий церемонії відириття НЕЗТОКЯЕХ були прикутні голова Турецької Асоціації Мидинного Турикаму (THTC), президент сокоту готелькрів Середземноморського регіону (АКТОВ), голова ради директорів Турецької Федерації мединного турикаму (TURSAF), губернатор і мер міста Ангалія, делутати та інші офцийно особи. Учанники і госине Заходу привітав Міністр закордонних справ Туречини Мевлот Чавущостих мижі відвідав виставку на третій день.

Цього року контресниктания «HISTOURIX» объеднала близько 5 такон учасника и М5 краін салту. Адатторією заходу стали професіонали туристичного бізнесу, представника атенций медичного туритану та страдових комтаній, керівники та лікарі державних і приватних медичного окороннію сарадових кортаніца, спортичник куліба і федерацій; ЗМ та меділ.

Вского за 4 дні на виставці відбузися презентації 30 стендів в числі понад 250 компаній. Ехспонентами НЕЗТОЛЯЕХ X018 стали міністерства і муніципалітети, лікадні та медичні цинтри. туристичні атенції та туроператори, візаліні, готелі, виробники спортивної амуніції, лікувальної водиктиво, компані, цо спеціалізуються на оснащенні спортивної амуніції, лікувальної водиктиво, компані, цо спеціалізуються на оснащенні спортивної алист





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Одночаюте з виставного пройшов контрес НЕЗТОИЕХ. В код дискускихи панелей сліждів говорили о шляках уставного розвитку медическо, спортивного та альтернативного турману, а також про казановитариу спантрацо між країнами учасницими.

Організатори проекту відповідально підійшти до підготовки заходу. В рамках програми НЕSTOLI-ПЕХ бук влавітованні прандіозний Гала вечір для участників, а також передбичено час на відпочаною та несклурсі по Анталії.



Наступна конгрес-виставка HESTOURIX відбудеться з 4 по 7 квітня 2019 рову. До участі запрошуються експоненти та покупці серед представників охорожно оздоровчої, спортивної і туристичної галузі зі всього світу.

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MEDIA COVERAGE

Туризм

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Как превратить Ангалию в глобольный коб для розантия международнато билинов, вбГа объясник Охон Койк, директор выстояни Негорите 2018 посещенной мисятичностику спортивному и амлернативному прилику

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HESTOUREX

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МЕДИЦИНСКИЙ ТУРИЗМ

В 2018 контресс выставку Histoures tocerses 5 015 участников из 155 страня Конщинство делетатов принаток из стран Балианского полуострако Ближнего Востоко, Кависто Центральной и Востоки Кависто Госсини и СНГ





MEDIA COVERAGE



Delegation from (GB) visited Antalya, Turkey, in order to participate in the Hestourex Congress and Exhibition

by admin | Apr 17, 2018 | highlights | 0 comments



A high level delegation from Gilgit-Baltistan (GB) comprising of Mr. Kazîm Niaz, Chief Secretary, GB, Deputy Speaker GB Mr. Jafarullah Khan and Mr. Waqar Ali Khan, Secretary Tourism GB visited Antalya, Turkey, in order to participate in the Hestourex Congress and Exhibition, held from 5-8 April 2018. Private Tour operators from GB also participated in the event.

GB Tourism Department established a Pavilion at Hestourex 2018. More than 4000 participants from various countries participated in the event. Visitors greatly appreciated the natural beauty and adventure tourism potential of GB, Pakistan.

Announcements, News Releases, Articles, Interviews

<u>RUSSIA</u>:

http://expert-travels.ru/ru/2018/04/13/hestourex-world-health-sport-tourism-congress-exhibition-in-antalya-turkey-2018/https://90-days.ru/news/171-90-days-hestourex-2018.html

http://xn----otbbufhifdgs.xn--plai/press-reliz/associaciia-ozdorovitelnogo-tyrizma-prinimaet-ychastie-v-mejdynarodnom-kongresse-hestou-rex-2018-vv-tyrcii.html

http://imtaa.org/ru/news/assotsiatsiia-agentstv-o-vystavke-hestourex-i-perspektivakh.html http://profi.travel/articles/35343/details

DAGESTAN:

http://bashlarov.ru/novosti/vsemirnyj-kongress-i-vystavka-hestourex-2018

BELARUS:

http://www.tio.by/info/novosti/v_antale_vnov_proshel_hestourex/

ABKHAZIA:

http://www.apsnypress.info/news/abkhazskaya-delegatsiya-vpervye-prinyala-uchastie-vo-vsemirnom-kongresse-vystavke-hestourex/ https://sputnik-abkhazia.ru/news/20180411/1023645458/abxaziya-uchastvovala-v-medicinskom-forume-v-turcii.html

KAZAKHSTAN:

http://kazakhstan-kmv.ru/news/hestourex-2018-turtsiya/ https://www.ktk.kz/ru/news/video/2018/04/12/93880 https://med.uz/riv/news/detail.php?ID=61984 https://bnews.kz/ru/news/bolee_20_kazahstanskih_klinik_prinimaut_uchastie_v_vistavke_medturizma_v_turtsii?utm_source=fb&utm_ medium=post&utm_campaign=ka https://liter.kz/ru/news/show/44757-_kazahstanskie_medorganizacii_budut_uchastvovat_na_vystavke_v_antale https://abctv.kz/ru/news/kazahstan-nameren-zarabatyvat-na-medturizme-do-1-milliarda-tenge-v-god https://ru.sputniknews.kz/society/20180416/5311885/kazakhstan-turkey-medturizm.html

UZBEKISTAN:

https://www.gazeta.uz/ru/2018/04/08/hestourex/

AZERBAIJAN:

https://news.az/articles/economy/130180 https://azertag.az/en/xeber/Azerbaijan_joins_HESTOUREX_2018_international_tourism_fair_in_Turkey-1153469

TAJIKISTAN:

http://www.dialog.tj/news/tadzhikskie-vrachi-posetili-turetskuyu-meditsinskuyu-vystavku-hestorex-2018

NORTH CYPRUS:

http://pio.mfa.gov.ct.tr/en/trnc-to-attend-hestourex-world-health-sport-and-alternative-tourism-exhibition/

FINLAND:

http://www.smal.fi/events/HESTOUREX-%E2%80%93-2nd-World-Health-Sport-Tourism-Congress--Exhibition,-5-842018,-Antalya/ w3wjrxe/83f34c88-f709-4f86-af55-7be55a7774c5

PAKISTAN

http://www.chitraltimes.com/en/2018/04/08/tourism-potential-gilgit-baltistan-highlighted-leading-health-sports-tourism-event-turkey/ https://pamirtimes.net/2018/04/08/officials-and-tour-operators-from-gilgit-baltistan-attend-hestourex-congress-and-exhibition-in-turkey/ https://tribune.com.pk/story/1680916/1-hestourex-exhibition-g-b-showcases-culture-turkey/ https://idgb.gog.pk/2018/04/17/delegation-from-gb-visited-antalya-turkey-in-order-to-participate-in-the-hestourex-congress-and-exhibition/

U.A.E. / Dubai:

http://tourismturkey.ae/en/hestourex-world-health-sport-tourism-congress-exhibition-in-antalya

GERMANY:

https://gce-agency.com/hestourex-gesundheit-sport-und-touristikmesse-2018-laedt-nach-antalya-ein/

<u>CHINA</u>:

http://tc.hnntv.cn//jcpd/zglyxw/lyxw2018/28871537.shtml?from=singlemessage&isappinstalled=0

UNITED KINGDOM:

https://issuu.com/murattas/docs/avrupagazete_egazete_20_nisan_2018 http://www.avrupatimes.com/sports/hestourex-second-world-health-sport-tourism-congress-exhibition-h9340.html

Feedback from Participants

"I would like to send you my best regards, and let you know that I was very pleased and honored to participate in Hestourex Exhibition in Antalya, April 2018. If was very efficiently arranged and gave me a chance yo meet a whole range of valuable partners and important business contacts.

Hope to take part in the next year similar event, and wish all the best to all the organizers and sponsors of this Health Travel Exhibition."

Dr. Yury Sigov US Bureau Chief of "Abroad" and "Business People" magazines writer Washington DC, USA

"I have just returned home safely in Jakarta. I am very impressed attending this congress in term of business opportunity or even though for the wonderful experiences. There are some of the Turkish suppliers that I would be intent to follow up the business deals."

Dody Prianto Kamaruddin Go2Golf - Direcctor INDONESIA



Lutz Lungwitz German Medical Wellness Association - President GERMANY



"Hestourex is a useful event for sports and healthcare specialists looking for new professional contacts and facilities. It's great that Hestoreux includes different business formats: discussions on the companies' stands, private B2B meetings, informal conversations at the Gala Diner. I believe with time this event will become even more significant and influential."

Tatiana Tatarintseva golf.ru - Deputy Chief Editor RUSSIA



"Thank you again for a wonderful event your organised it was a perfect Mixt of topics people Tourisme,Medical, sport gathering.

Please accept in my name as FIFA match agent and in behalf of all my colleagues sincere thanks for the excellent organisation HESTOUREX 2018."

Kouki Walid FIFA Match Agent, FIFA Sport Intermediary TUNISIA



"Thank you very much for invitation! Very nice HESTOUREX – World Health Sport Tourism Congress & Exhibition in Antalya! All was on high level- program and organization all job for lot of guests and buyers from all world!

Health & Wellness Blog Owner / Member of Russian Healthcare Travel Council (RHTC)"

Ella Ovchar

Expert Travels / Health & Wellness Blog Owner / Member of Russian Healthcare Travel Council (RHTC) **RUSSIA**

Feedback from Participants

"For sure you have made a constructive network not only for your beautiful country but also for us as participants. We hope our attendance has also fulfilled your requirements. We try to use this opportunity and to create a bilateral business relationship with other clients and your respectful organization.

I would like to thank you in the name of our company and myself for this wonderful organization and fruitful event"

Dr. F. Firouzi FG-Trading GMBH-GERMANY



"Thank You very much for Your support and we are very happy and proud that we attend this important project. Thanks to HESTOUREX and You, we made excellent business contacts that will help us in development and cooperation. We hope we will be on the next Hestourex congres & exhibition "

Ninela Orman Travelin d.o.o. - CEO BOSNIA AND HERZEGOVINA "Republican Center for Health Development of the Ministry of Health of the Republic of Kazakhstan express its sincere gratitude for the invitation to participate in Hestourex 2018. Due to this occasion we were able to broaden the scope of our knowledge in the innovative medical tourism technologies. Furthermore is a great opportunity for the future cooperation with the organization of joint projects"

Aiman Iskakova, MD, PhD

Republican Center for Health Development - Deputy General Director KAZAKHSTAN



Thank You to our supporters & partners

HESTOUREX is Supported By



PRESIDENCY OF THE REPUBLIC OF TURKEY











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See you again at Hestourex World Health Sport Tourism Congress & Exhibition 4-7 April 2019

Antalya



AK ÜÜEL EXPO

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