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THE GLOBAL WELLNESS ECONOMY

FROM OPPORTUNITY TO A
SUCCESSFUL DEVELOPMENT

THE GREEK CASE

VENUE: HELLENIC MINISTRY OF DIGITAL GOVERNANCE

▶ www.wellnesseconomyforum.welcometravel.gr

ORGANIZERS



A. Syngrou Av. 19,
Athens 11743, Greece
T. +30 210 9213662
W. www.elitour.org
E. info@elitour.org



A. 6, Othonos Street, 5th Floor,
Athens 10557, Greece
T. +30 211 1064 300
W. www.ebrd.com



HELLENIC REPUBLIC

UNDER THE AUSPICES



HELLENIC REPUBLIC
MINISTRY OF TOURISM



HELLENIC REPUBLIC
MINISTRY OF HEALTH



HELLENIC REPUBLIC
REGION OF ATTICA

PCO



A. 11, 25th Martiou, Chalandri, 15232, Athens, Greece
T. +302112105553
W. www.welcometravel.gr
E. info@welcometravel.gr



WELCOME MESSAGE



Health Tourism is, across the developed world, a high-return investment, boosting entrepreneurship while enhancing public health.

Greece possesses all the strategic advantages that convert the country in one of the most popular destinations for international visitors, any time of the year: highly experienced doctors and scientific staff, state-of-the-art health facilities, high-level accommodation and catering services, in combination with the unique climate and Mediterranean diet – key elements for the recovery and maintenance of health and well-being.

The quality of the services provided combined with the competitive cost, as well as the legal framework of the country, showcases health tourism as an advantageous, attractive field of activity for the dynamic investor from all over the world.

Our goal is to make the most of this unique opportunity. Through systematic actions undertaken by Elitour, in collaboration with all the country's institutional sectors, we pave the way for healthy entrepreneurship and sustainable investments in health tourism to offer new development prospects to the Greek market and services of even better quality and innovation to the visitors.

In this effort, every contribution is significant. Together we can make Greece a role model in Health and Wellness Tourism.

George Patoulis

President of Elitour

President of Athens Medical Association

Regional Governor of Attica

ORGANIZING COMMITTEE



George Kakoulidis
Chair
BD, Head of Financing
Division ELITOUR,
CEO Asklepia



Petros Mamalakis
Vice Chair
BD, General Secretary ELITOUR,
CEO HTG



Vacky Paka
General Secretary
BD, Chair of
Extroversion Committee,
CEO ARXIA SA



PROFILE ELITOUR

The Greek Health Tourism Council (ELITOUR) was established in 2013 and its primary goal is to promote Greece as a dynamic destination for Health and Wellness Tourism worldwide by emphasizing the sectors in which the country has comparative advantages such as its well-educated medical and scientific human resources, state-of-the-art facilities, know-how, innovation, entrepreneurship, culture, civilization, history and environment.

With its significant specialized know-how and its active network of regional and sectoral resources and mechanisms, ELITOUR is the largest organization for Health and Wellness Tourism in Greece, and an official partner of the Greek Government. ELITOUR represents entities operating in the broader health and tourism industries and actively contributes both in policy-making as well as in promoting abroad certified stakeholders and destinations in Greece.

Moreover, ELITOUR designs and organizes significant initiatives with a view to maximizing the contribution of Health and Wellness Tourism to the national economy to the benefit of all parties involved, coordinates the cooperation of foreign businesses and health agencies with local corresponding partners on broader issues of mutual interest and facilitates the implementation of investments.

PROGRAM

12:00–12:20

▶ REGISTRATION

12:20–12:40

▶ WELCOME REMARKS

George Patoulis

President of Elitour and Athens Medical Association, Regional Governor of Attica

Andreea Moraru

Regional Head, EBRD

12:40–13:00

▶ KEYNOTE LECTURE

The Exciting Wellness Tourism Opportunity for Greece

Susie Ellis

Co-Founder, Chair and CEO, Global Wellness Institute and Global Wellness Summit

13:00–14:45

▶ SESSION 1: WHERE THE OPPORTUNITY LIES

Chair: Nikos Kouremenos

PhD, Wellness/Spa and Fitness Senior Consultant/Project Manager, Education and Project Manager, Raison d'Étre Global Spa Consultancy

Wellness Latest Trends

Anna Bjurstam

Strategic Advisor-Wellness Pioneer, Six Senses and Raison d'Étre, Advisory Board Member, Global Wellness Summit

Bridging the Credibility Gap

Keith Pollard

Editor in Chief, International Medical Travel Journal (IMTJ), Healthcare Consultant, LaingBuisson

Sustainability and Regenerative Travel and Tourism

Andrew Gibson

Strategic and Conceptual Advisor to the Wellness Industry



Best Practices - Country Examples

Laszlo Puczko

Hospitality, Entertainment and Leisure Strategist, Health, Medical, Wellness, Spa
Inspirator, Advisor and Mentor

Wellness Real Estate Trends and Best Marketing Practices

Prem Jagyasi

Dr., Times Awarded Speaker, Chartered Consultant and Expert in Medical Tourism,
Wellness Resorts and Global Healthcare

Greek USP for the Health and Wellness Markets

Constantine Vurdakis

Partner, Asklepieia, Investing in Health and Wellness in Greece

The Greek Advantage

Alexandros Angelopoulos

CEO, Aldemar Hotels

14:45-15:30

▶ BREAK – LIGHT LUNCH

15:30-17:00

▶ SESSION 2: HOW TO TURN THE OPPORTUNITY INTO BUSINESS

Chair: **Harris Ntigrintakis**

Editor at Eleftheros Typos Newspaper, insider.gr, Tourismtoday.gr, Radio Producer,
Alpha 989

Extroversion – Opportunities to Connect with the Health and Tourism Community Worldwide

Angela Gerekou

President, Greek National Tourism Organization (EOT)

Investment Opportunities

Marinos Giannopoulos

CEO, Enterprise Greece

State and Private Sector Cooperation

Maria Gatsou

General Manager, Greek Tourism Confederation (SETE)

Evgenios Vassilikos

Vice President, Hellenic Hoteliers Federation

Responsible Entrepreneurship is Insured Entrepreneurship

Giuseppe Zorgno

Member of Board of Directors and President, Liability Committee - Hellenic Association of Insurance Companies, Country Manager AIG Europe S.A., Greece Branch

Sovereign Wealth Funds and Pension Funds Investments in the Hellenic Hospitality Sector: The International Paradigm and the Great Opportunity for Hellas

Ioannis Kyriakopoulos

Attorney at Law – Economist, President, Hellenic Investors Association, Former Managing Director, Hellenic Pension Mutual Fund Management of Greece

Financing Solutions

George Maltezos

Principal Banker, Property and Tourism, EBRD

Advisory Tools to Grow your Business

Babis Tsalkitzis

Advice for Small Business, SME F&D, EBRD

17:00-18:30

▶ SESSION 3: UNDERSTANDING THE HEALTH AND WELLNESS CUSTOMER

Chair: **Christina Tampourea**

Group Chief Commercial Officer, Iaso Group, Vice President B, Elitour

Medical Tourism Market: Patient Expectations from the In Vitro Fertilization Perspective

Konstantinos Pantos

Founder and Scientific Director, Genesis Athens Clinic, Vice President, International Center for Health Tourism and the Global Doctors' Hippocratic Institute, Vice President, Elitour, General Secretary, Hellenic Society of Reproductive Medicine

How Could Greece Become the “Kurort” or Florida of Europe?

Kalliopi Kalaitzi

MD, MSc, PhD(c), Physical Medicine and Rehabilitation, Lifestyle Medicine and Culinary Coaching, Head of Lifestyle Medicine Department, Euroclinic, Athens, Academic Scholar, Attikon University Hospital, School of Medicine, National and Kapodistrian University of Athens



Challenges and Opportunities for Investing in the Wellness Sector in Greece: The Euphoria Retreat Case

Marina Efraimoglou

Founder and Owner, Euphoria Retreat

What Are the Needs of Modern Leisure Travelers

Nina Hornewall

Commercial Director, Apollo, DER Touristik, Nordic AB

Thermal Medicine Tourism

Konstantinos Kouskoulis

Professor of Dermatology, Lawyer, President, Hippocratic Academy of Thermal Medicine, President, World Academy of Chinese and Complimentary Medicine

What Do Big Corporations Want for Their Employees?

Theodore Liakopoulos

Managing Director, Johnson & Johnson Hellas

Olga Stamathioudaki

Corporate Affairs and Sustainability Director, Qualco

18:30

▶ **CLOSING REMARKS**

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