

Balkan Countries Health Business Forum

25-27 April 2025

Margi Hotel/Edirne

25 April 2025 Friday

Check-in procedures and room assignments after 14:00

26 April 2025 Saturday

10:00 - 12:30 Registration - Accommodation Procedures

13:00 - 13:15 **Opening Speech**

Yunus SEZER

Governor of Edirne

13:15 - 14:30 **Speeches of 12 Country Ministers on the subject "International Strategic Cooperation in Health Tourism"**

Moderator: Prof. Dr. Kemal MEMİŞOĞLU

Minister

T.R. Ministry of Health

Ministers of 12 Countries

14:30 - 15:00 **Visit to the fairground with the Honourable Minister and guest ministers**

15:00 - 16:00 **Strategic Healthcare Collaborations Between Türkiye and Balkan Countries**

*Türkiye's Strategic Role in Health Tourism and HealthTürkiye Brand,
Health Cooperation between Türkiye and Balkan Countries*

Moderator: Behlül ÜNVER

General Manager

USHAŞ (International Health Services Inc.)

Onur ÖZET

Deputy General Director

General Directorate of Promotion

T.R. Ministry of Culture and Tourism

Elif URAL

Member of the Board

TÜRSAB (Association of Turkish Travel Agencies)

16:30 - 17:00 **Investments of Public Hospitals in Health Tourism**

Panelist: Dr. Emrah CEVİZ

General Manager

General Directorate of Public Hospitals

T.R. Ministry of Health

Investments of Private Hospitals in Health Tourism

Dr. Reşat BAHAT

President

OHSAD (Association of Private Hospitals and Health Institutions)

17:00 - 18:00 **The Role of Private Sector in Health Tourism**

Panelist: Dr. Mehmet ALTUĞ

President

Health Business Council

DEİK (Foreign Economic Relations Board)

Health Tourism Investments

Assoc. Prof. Dr. Özgür ÖZTAN

President

Health Tourism Council

TOBB (Union of Chambers and Commodity

Exchanges of Türkiye)

Ambassador Murat Ahmet YÖRÜK

Representative of MFA in Edirne

T.R. Ministry of Foreign Affairs

Participants of the Balkan Side

With the honouring of Republic of Türkiye Minister of Health Prof. Dr. Kemal MEMİŞOĞLU

20:00 - 22:00

- Gala Dinner
- Award Ceremony

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27 April 2025 Sunday

10:00 - 11:00 **The Role of Domestic and National Technologies in the Healthcare Sector, International Standards, and the Contribution of Universities**

Productive Health, Domestic and National Technology, Healthy Türkiye Century Vision

Moderator: Prof. Dr. Serkan TOPALOĞLU

Senior Counsellor of the President & Deputy Chairman

Presidential Health Policy Board

T.R. Presidency

Domestic and National Technology, Productive Health

Prof. Dr. Mehmet Birhan YILMAZ

Vice President

TÜSEB (Health Institutes of Türkiye)

International Quality Standardisation and TÜSKA

Assoc. Prof. Dr. Bayram DEMİR

President

TÜSKA (Turkish Health Services Quality and Accreditation Institute)

International Standardization of Pharmaceuticals and Medical Products and the Pharmaceutical and Medical Device Sector in Balkan Countries

Prof. Dr. Ahmet AYAR

President

TITCK (Turkish Medicines and Medical Devices Agency)

11:00 - 12:00 **Standards of Health Services and the Provision of Public-Private Health Service in Türkiye**

Moderator: Dr. Hasan Basri VELİOĞLU

General Manager

General Directorate of Health Services

T.R. Ministry of Health

Dr. Mustafa YENİLMEZ

Head of Oral and Dental Health Department

General Directorate of Health Services

T.R. Ministry of Health

Dr. Eray YAZ

Deputy General Director

General Directorate of Health Services

T.R. Ministry of Health

Dr. Esra KARABAL ARDA

Head of GETAT Department

(Traditional and Complementary Medicine, Functional Medicine)

General Directorate of Health Services

T.R. Ministry of Health

Complication Insurance and the Role of International Insurance in Health Tourism

Tuba BULDU

Deputy General Manager of Health Insurances

Türkiye Sigorta (Türkiye Insurance)

Participants of the Balkan Side

12:00 - 13:30

LUNCH

13:30 - 14:30 **Human Resources, Information Systems and Innovation in Health Tourism**

Moderator: Prof. Dr. Mustafa HATİPLER

Rector

Trakya University

Prof. Dr. Mümin ŞAHİN

Rector

Namık Kemal University

Prof. Dr. Rengin AK

Rector

Kırklareli University

Prof. Dr. R. Cüneyt ERENOĞLU

Rector

Çanakkale Onsekiz Mart University

University Rectors of Balkan Countries

14:30 - 15:30 **Health Investments and the Development of Health Tourism in the Thrace Region**

Moderator: Yunus SEZER

Governor of Edirne

Recep SOYTÜRK

Governor of Tekirdağ

Uğur TURAN

Governor of Kırklareli

Participants of the Balkan Side

15:30

CLOSING

City tour upon request