Swiss Health Newsletter #4

December 2014
Past Activities

It is our pleasure to present to you a short overview of the shortly passed Swiss Health events. The last three months of the year brought along many interesting activities both nationally and internationally. Together with its 33 members, Swiss Health was able to present and represent the country as a renowned healthcare destination and its hospitals and clinics as highly specialized experts in the medical industry. Please find below a short description of all events in order to give you a brief insight.

Activities in Switzerland

Business and CEO delegation from Russia (1-2 October): Already for the 4th time, a high-profile business delegation from Russia visited Switzerland for business reasons. The main purpose of this study trip was to collect information about Switzerland as a business and health destination. A visit and one night stay at the Grand Resort Bad Ragaz including a presentation about Swiss Health was very appreciated by the participants.

Media trip from Russia (3-7 November): In cooperation with Switzerland Tourism in Moscow, Swiss Health invited 6 high profile journalists from Russia. The following Swiss Health members were visited during the one week trip: Basel (The University Hospital and Merian Iselin Spital), Bern (The Sonnenhof Hospital and Hirslanden) and the Oberwaid Kurhaus & Medical Center. The media reports about the mentioned clinics will be published in the beginning of next year.

Activities in GCC

World Health Tourism Congress (18-20 October): WHTC is the first of its kind in the Middle East region; it was attended by Swiss Health representative Rania Kimrakji and it also had a successful participation of Leukerbad Clinic represented by Claire Pérignon and Oliver Richard. More than 350 participants representing hospitals, research centers, medical tourism associations, tourism boards, health authorities, ministries of tourism & health, insurance companies and travel agents from over 30 different countries, as well as local authorities and the medical tourism industry from the UAE were present at the 9th World Health Tourism Congress at the Mohammed Bin Rashid Academic Medical Centre in Healthcare City, Dubai. WHTC will be held in Dubai annually with bigger expectations and great business opportunities for around 1000 estimated suppliers and buyers under one roof.
Dubai Health Regulation Conference (22-23 October): More than 1000 professionals in the field of health regulation (health care professionals, patients, researchers, policy makers, educators, tour operators, medical tourism facilitators and other entities with an active interest in Health regulation sand medical tourism) took part at the 1st Regional two-day health regulation conference. The medical tourism exhibition running parallel to the conference was mainly attended by local tour operators and medical tourism facilitators. Turkey and Thailand Ambassadors along with high ranking industry officials had delivered speeches on main topics were quality of services and pricing systems of medical tourism showed many offering services to medical/health tourists for the past two years, especially to those from the GCC and African countries. “There are three reasons why people undertake medical value travel: Expertise, cost and turnaround time. Designed medical tourism packages, which are all-inclusive strongly, appeals to foreign patients. It helps tourists combine medical and leisure tourism with Peace of Mind”.

MENA Geriatric Summit (11-14 November): Andrea Reichlin (Ambassador of Switzerland) and Engineer Essa Al Maidoor (General Director of the Dubai Health Authority) attended the summit that was organized by the Swiss Business Council in collaboration with Dubai Health Authority, Emirates Orthopedic Society, AO Trauma Middle East, Emirates Diabetes Society, Switzerland Global Enterprises, Swiss Health and many other societies and companies supporting the summit. The latest advancements in geriatric care and the importance of healthy ageing were thoroughly discussed within the event. Dubai is expanding its geriatric care services and has several plans in the pipeline to ensure specialized geriatric care for the population of Dubai. "Presently, the population of people above the age of 60 years in Dubai is approximately 11,400. In the 1960s, in UAE the life expectancy was 53 years, today, average life expectancy for the elderly in Dubai is 78 years for females and 75 for males and it is higher compared to some other Middle-Eastern countries". Mr. Peter Kappert, president of Swiss Health, sponsored a dinner at the Swiss Consulate Residence for all speakers and summit faculty in collaboration with the Swiss Consul General in Dubai and Director of the Swiss Business Hub Mr. Raymund Furrer and Ms. Rania Kimrakji giving a note on Swiss Health and stressed on future regional cooperation.
Activities in Russia and CIS

VIP Client Events in Russia (8-11 December): For the 3rd time Swiss Health has organized two events in Moscow and St. Petersburg. The first event took place at the residence of the Swiss Embassy in Moscow. Together with the local media partner National Health Magazine more than 40 guests have attended the performance. The following Swiss Health members have participated: Clinic Lémanic, Hirslanden Hospital Group, Double Check, LucerneHealth, Grand Resort Bad Ragaz and Clinic Leukerbad. The Swiss Ambassador in the Russian Federation, Mr. Pierre Helg, welcomed all guests. Another event was held in St.Petersburg, at the residence of the Consul General of Switzerland, where 20 key partners of Swiss Health attended the business seminar about medical services in Switzerland. Additionally, Swiss Health was presented by an interactive stand at the medical & healthcare exhibition Zdravookhraneniye in Moscow.

Upcoming Events

Swiss Health is looking forward to all new as well as all longstanding events coming up in the New Year. After the celebration of orthodox Christmas and New Year, Swiss Health’s first undertaking is a familiarization/study trip for medical agents and intermediaries from Russia and other CIS countries. The informative journey will start on January 25 in Geneva, passes by Lausanne, Montreux, Leukerbad, Lucerne and Zurich, and ends in the relaxing premises of the Grand Resort Bad Ragaz on January 31. The first activity planned in the GCC region is the Jeddah International Travel and Tourism Exhibition from February 4-6 in Jeddah, Saudi Arabia, followed by the annual Switzerland Travel Experience from February 7-13 which will be organized by Switzerland Tourism office in Dubai. As in previous years, three groups will be travelling through different GCC countries for high level sales calls, B2B workshops and media events. In 2015, Swiss Health will be represented at STE by Rania Kimraji. On February 27 and 28, the Medshow, which is a medical tourism B2C workshop, will be held in Moscow, Russia. Furthermore, Swiss Health is planning a roadshow and several B2B/B2C seminars in the Ural / Volga region from March 16-17. The roadshow is directly ensued by the Moscow Medical & Health Tourism Exhibition & Congress (18-21 March) where Swiss Health and its members will participate again with their own booth. Also a Networking Event with local key partners from Moscow is planned in this week. Last but not least, next year’s annual Switzerland Tourism GCC Workshop will be antedated to March 26-28 and takes place in St. Moritz.
Merry Christmas

Warmest thoughts and best wishes for a wonderful holiday and a very happy new year. Thank you for the inspiring cooperation in the past. We are looking forward to an ongoing successful relationship with you in the upcoming year.

Your Swiss Health Team