



Under the Auspice of the Tourism Ministry & the Health Ministry

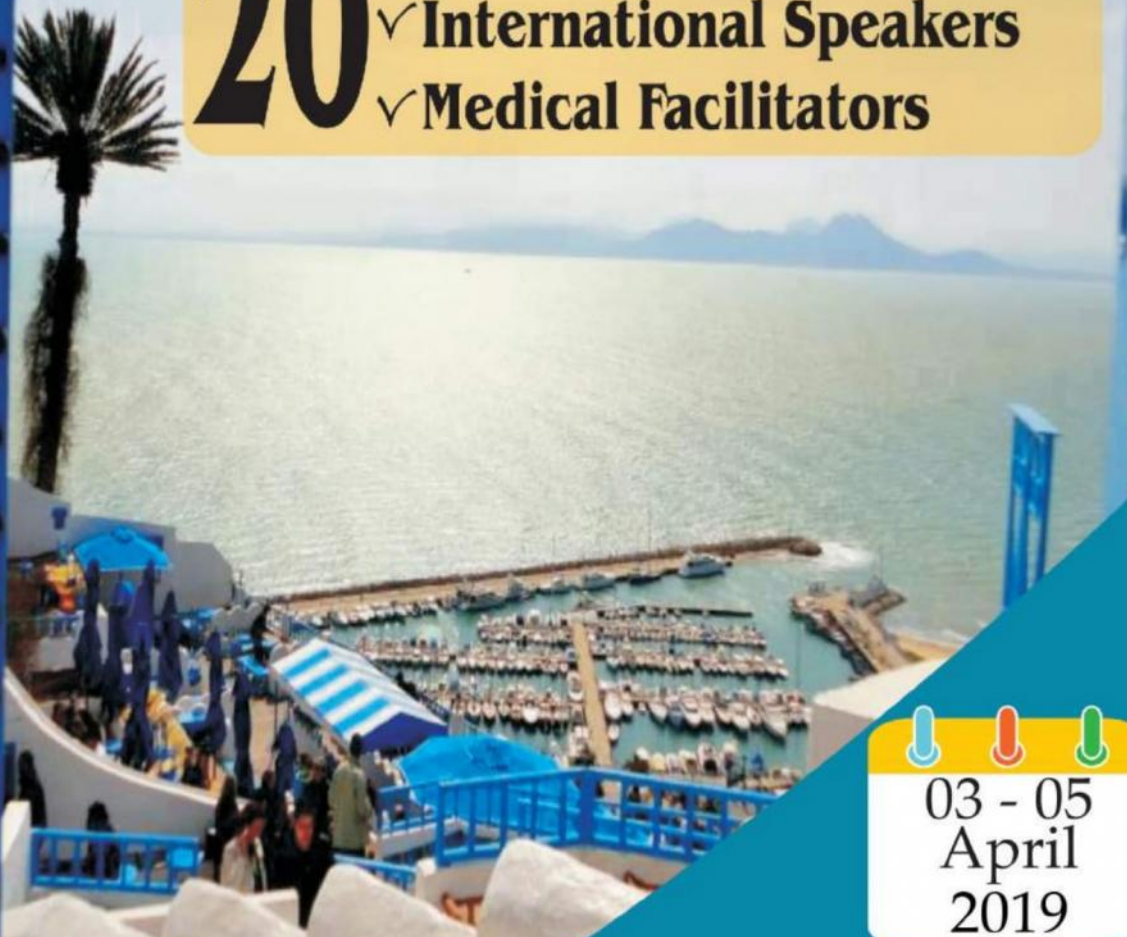


African Medical Tourism Congress Tunisia

More than :

5 ✓ Ministries Of Tourism
✓ Ministries of Health

20 ✓ International Delegations
✓ International Speakers
✓ Medical Facilitators



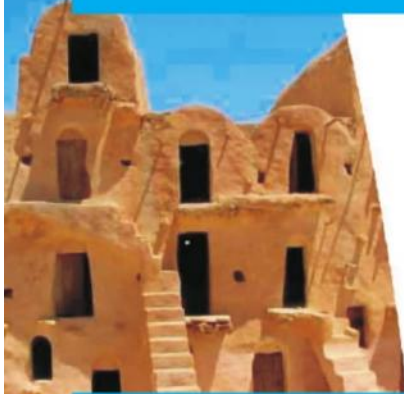
03 - 05
April
2019

UTICA Center - TUNIS



African Medical Tourism Congress Tunisia

AMTC TUNISIA



AMTC TUNISIA medical tourism congress is an african professional and public event dedicated to the health care and tourism sector.

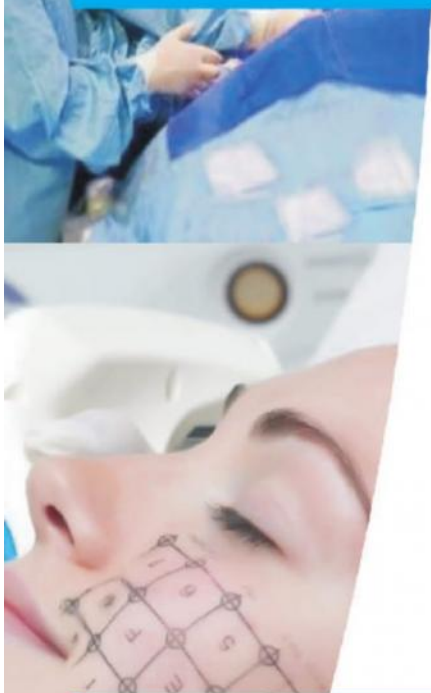
At AMTC TUNISIA we make sure that all the most favorable conditions have been created to allow exhibitors to grasp the evolution of the market and to encourage them to establish long-lasting commercial relations. In detail, the program of our three days event includes conferences, workshops dedicated to the medical tourism in general, as well as health care for the elderly. Communication, territorial marketing and digitization will be strongly supporting the event.

PROFILE OF VISITORS



- Official delegations
- Medical tourism facilitator agencies
- Medical and paramedical representatives
- Medical and health tourism key persons
- Health insurance and social security funds in-charge persons
- Public and private hospital decision-makers
- Pharmaceutical and par-pharmaceutical laboratory managers
- Medical equipment manufacturers, importers and distributors
- Company executives of all the medical tourism and health sectors
- Heads of training and professional structures
- Investors

PROFILE OF EXHIBITORS



- Local and international clinics/private hospitals
- Medical equipment and supplies
- Laboratory equipment and products
- Pharmaceutical laboratories
- Dialysis centres and diagnostic centers
- Rehabilitation centres
- Home for dependent elderly people
- Long -term care units
- SPA and thalasso-therapy centers
- Medical health resorts
- Medical tourism travel agencies
- Social Security funds
- National and regional tourist boards and authorities
- Private health care insurance companies
- Medical schools and universities
- Training centers
- Banks

DELEGATION INVITED





African Medical Tourism Congress Tunisia

COMMUNICATION PLAN



- Direct marketing
- Potential visitors database
- Targeted personalized invitations
- E-Mailing Campaign
- Text-message campaign
- Public display
- Daily newspapers advertising
- Advertising in specialized magazines and journals
- Radio advertising
- TV adverts
- Websites-showcasing the exhibitors,wide range of information for the visitors, accessible at any time
- Social networks : Facebook, Twitter, LinkedIn, Youtube and Video Relevant information connected to the congress,the fair,exhibitors ,etc. Can be found on any of the AMTC Tunisia social networking sites
- Newsletters
- Written media
Newspapers-Over 50 newspaper headlines,editorials,articles,etc., all permanent reminders of the event
- A press conference which will bring together all the representatives of the relevant ministries,governing bodies/agencies, medical organizations,event partners,newspapers etc..
- To communicate important and relevant news connected to the AMTC Tunisia congress and its conferences/workshops.

CONFERENCES



The Opportunity for us to offer you a follow-up of the event to the rhythm of the various conferences and presentations that will run from April 03 to 05 2019 . You will find in the website a recapitulative of marathon we reserve you : Ranging from the current state of medical tourism to trends and challenges in the future of medical travel,the usefulness of a common national platform,including accreditation ,insurance and the future of health care medical,travel marketing



Partenaire
d'organisation
stratégique



Partenaires :



ORDRE DES MEDECINS
CONSEIL NATIONAL



ديوان الممارسات
الخاصة



LEADER EXPO

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