



# GLOBAL MED BRANDS

## Congress and Exhibition

Marketing & Branding in Healthcare

Fişekhane, İstanbul, Türkiye | May 08-10, 2025

Organized by:



HEALTH TOURISM DEVELOPMENT  
CENTER OF ISLAMIC COUNTRIES

[www.htdcenter.com/gmb](http://www.htdcenter.com/gmb)



# GLOBAL MED BRANDS

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## ABOUT EVENT

The **Health Tourism Development Center of Islamic Countries (HTDC)**, in collaboration with leading international health and health tourism associations, proudly presents Global Med Brands 2025 the first event in the healthcare industry dedicated exclusively to marketing and branding. Taking place from **May 08-10, 2025**, in **Istanbul, Türkiye**, this landmark Congress and Exhibition will bring together top healthcare brands, industry leaders, and branding experts from around the globe to explore innovative ways to expand healthcare's global influence.

**Global Med Brands 2025** will serve as a vital platform for sharing transformative ideas, enabling attendees to learn directly from the experiences of marketing directors from renowned hospitals and healthcare centers worldwide. Specialized panels, workshops, and networking sessions with world-class branding and marketing experts will provide participants with actionable strategies for developing successful healthcare brands and advancing the health tourism industry.

A dedicated exhibition will showcase cutting-edge products, services, and digital tools tailored specifically for healthcare branding and marketing, creating an unmatched opportunity for hospitals, clinics, and healthcare providers to engage with top global brands. This event fosters a unique space for building strategic partnerships, gaining insights from industry leaders, and accessing resources to grow healthcare brands on the world stage.

**Join us at Global Med Brands 2025 more than just an event, it's a movement to redefine how healthcare and health tourism brands connect with the world.**



**HEALTH TOURISM DEVELOPMENT  
CENTER OF ISLAMIC COUNTRIES**

## ABOUT **ORGANIZER**

The **Health Tourism Development Center of Islamic Countries (HTDC)** is a non-governmental organization founded in 2015, dedicated to advancing the health tourism industry and showcasing the unique capabilities of countries.

HTDC strives to enhance the quality of related health and wellness tourism services, foster knowledge exchange, and build robust networks among key stakeholders across nations. Through its affiliated centers and companies, HTDC implements a wide range of programs and initiatives designed to promote best practices, strengthen industry collaboration and relationships, and drive sustainable growth.

By fostering effective partnerships and creating opportunities for mutual benefit, HTDC is committed to shaping a thriving health tourism ecosystem that delivers value for all participants and members while contributing to the global success of the industry.

Website: [www.htdcenter.com](http://www.htdcenter.com) | Email: [Event@htdcenter.com](mailto:Event@htdcenter.com)



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## WHERE?

**Fişekhane**, Istanbul, Türkiye

### ABOUT THE **VENUE**

With its nearly two hundred years of history, Fişekhane, one of the most important historical values of Istanbul, is located right at the entrance of the Bosphorus and right on the shores of the Sea of Marmara, and forms the heart of the unique and qualified social life in Büyükyalı Istanbul. Meticulously restored in line with the requirements of modern life while preserving its aesthetic values, Fişekhane draws its appeal from Istanbul and its historical heritage.

Fişekhane offers a real neighborhood life as the new meeting point of the city with its magnificent history, culture and art center, stages, cinemas, galleries, brands that will be available for the first time in Turkey, gourmet restaurants, delightful cafes, an organic market offering local flavors and many other values.

In addition to its main concert and theater stage, Fişekhane draws attention as a brand-new center where Istanbul's culture and art life takes shape with its theater and cinema halls of different capacities that can be shaped according to need, Contemporary Istanbul Foundation events and gallery areas. In addition to its own unique program, Fişekhane, which has an infrastructure that can host the biggest events of Turkey and the world, is becoming the new center of the city's creative energy.





## WHO SHOULD **ATTEND?**

Target Audiences

- Hospitals, Clinics, and Medical Centers
- Wellness Centers and SPAs
- Healthcare and Medical Tourism Organizations
- Health Tourism Companies and Agents
- Innovative and Med-Tech Companies
- Marketing and Branding Solution Providers







# EVENT PROGRAMS & SESSIONS

at a glance

Keynote Speeches



Award Ceremony



Panels & Workshops



Sideline Exhibition



Business Networking



Medical Center Visits





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## WHEN?

Date: May 08 – 10, 2025

May 08

*Opening Ceremony + Award Ceremony*  
*Workshops*  
*Discussion Panels*  
*Sideline Exhibition*

May 09

*Discussion Panels*  
*Workshops*  
*Sideline Exhibition*

May 10

*Visits to prominent hospitals, clinics, medical centers and institutions in İstanbul*



# PROGRAMS & SIDELINE EVENTS

## OPENING CEREMONY

**May 08 | 10:00 to 12:00**

Opening + Keynote Speeches + Award Ceremony

## WORKSHOP (in-person)

**May 08 | 14:00 to 18:00**

Doctor as a Brand

## DISCUSSION PANELS (in-person)

**May 08 | 14:00 to 15:00**

*The Future of Health Marketing: Utilizing Artificial Intelligence, Big Data and Personalized Healthcare Services in Health Marketing*

**May 08 | 15:30 to 16:30**

*Digital Marketing in Healthcare: Tools, Strategies, and Success Stories*

**May 08 | 17:00 to 18:00**

*Leadership and Governance: Building Healthcare Nation Brands on the Global Stage*

**May 09 | 10:00 to 11:00**

*Social Media and Influencer Marketing in Health Tourism: Trends and Challenges*

**May 09 | 11:30 to 12:30**

*Management Strategies in the International Affairs Department of Hospitals*

**May 09 | 14:00 to 15:00**

*Strategic Alliances in Healthcare Marketing: How Medical Tourism Insurers, Event Organizers, and International Networks Drive Global Patient Acquisition*

**May 09 | 15:30 to 16:30**

*Marketing Healthcare Excellence: Success Stories from Hospitals & Clinics*

**May 09 | 17:00 to 18:00**

*The Role of Medical Camps as a Strategy for Attracting International Patients*

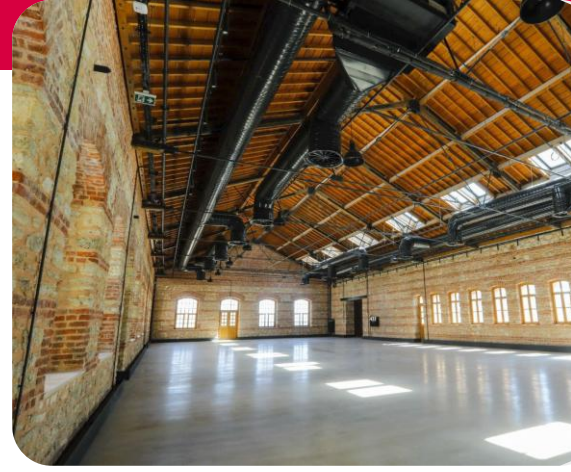




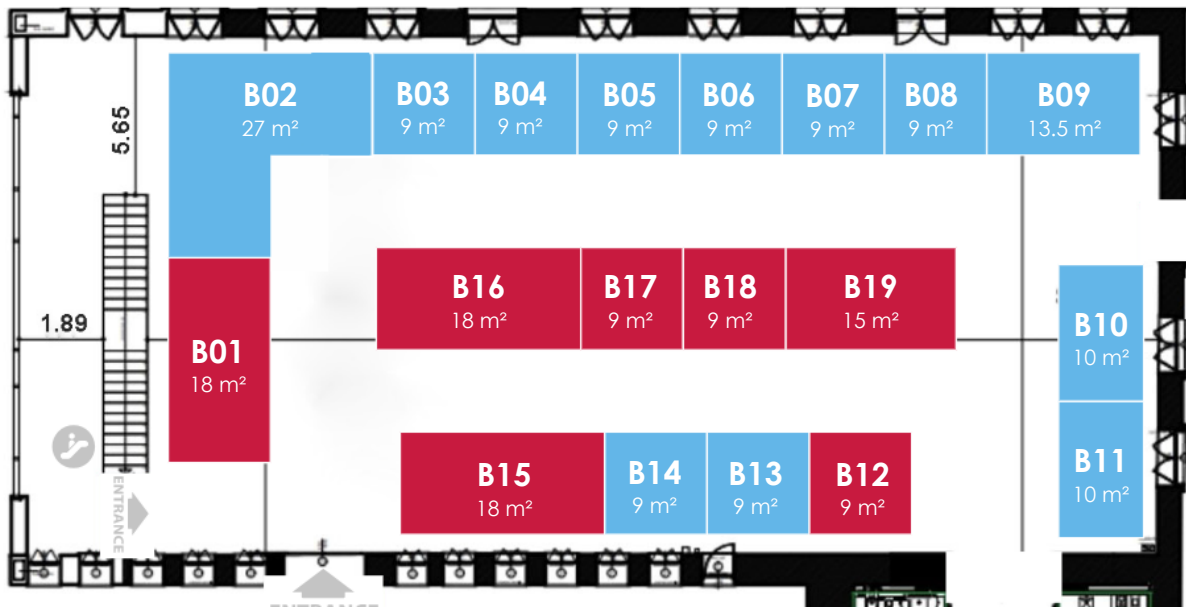
## SIDELINE EXHIBITION

Venue: Galeri Hall, Fişekhane

May 08 – 09, 2025 | 10:00 to 18:00



### Exhibition Floor Plan



Red Zone: 550€ / sqm

Blue Zone: 450€ / sqm

~ Special offers for HTDC Members: **10% Discount** ~

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## ACCESS TICKETS

### TYPES OF PARTICIPATION TICKETS

ITEM	STANDARD	GOLD	VIP
Exhibition zone access	✓	✓	✓
Online Discussion panels & workshops	✓	✓	✓
Opening ceremony access	×	✓	✓
Discussion panels & workshops (in-person)	×	✓	✓
Hospital & medical center visits (May 10)	×	✓	✓
Certification of attendance (e-certificate)	×	✓	✓
VIP Seat at the Opening ceremony	×	×	✓
Gala dinner & networking session	×	×	✓
<b>Fee (Euro – Tax Excluded)</b>	<b>100 €</b>	<b>450 €</b>	<b>950 €</b>

*NOTE: All the applicants need to register online to get desired tickets*

#### **SPECIAL OFFERS FOR HTDC MEMBERS**

Blue member: Free Standard Ticket  
Gold members: Free Gold Ticket  
Platinum members: Free VIP Ticket



## SPONSORSHIP OPPORTUNITIES

ITEMS	SILVER	GOLD
Sponsor logo at posters, invitations, website and the event reports	✓	✓
Certificate of appreciation and event trophy at the Opening ceremony	✓	✓
Speech opportunity at the discussion panel (by organizer approval)	✓	✓
Playing promotional video clip during the event Opening ceremony	up to 2 min.	up to 2 min.
Playing promotional video clip at 1 discussion panel	up to 2 min.	up to 2 min.
Free booth space at the sideline exhibition	9 sqm Blue Zone	18 sqm Red Zone
VIP Tickets	3x ticket	6x ticket
Publishing an article at HTDC Magazine	1x half page	1x full page
Speech opportunity at the event Opening ceremony	×	up to 7 min.
Promotional gifts at the participants' packages	×	✓
Allocating a dedicated discussion panel for the sponsor (subject to organizer approval)	×	✓
Organizing participant visits to local sponsor locations	×	✓
3 nights accommodation in Istanbul for up to 3 guests (applicable to non-local sponsors)	×	✓
<b>Fee (Euro – Tax Excluded)</b>	<b>15.000 €</b>	<b>25.000 €</b>

### **SPECIAL OFFERS FOR HTDC MEMBERS**

Blue member:	20% discount
Gold members:	30% discount
Platinum members:	50% discount





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