



GLOBAL MED BRANDS

Congress and Exhibition

Marketing & Branding in Healthcare

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

EVENT REPORT



HEALTH TOURISM DEVELOPMENT
CENTER OF ISLAMIC COUNTRIES

www.htdcenter.com/gmb



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EVENT OVERVIEW

Global Med Brands 2025 is a premier event in the healthcare industry focusing on marketing, branding, and innovation. The first edition of the event took place from May 08-10, 2025 in Istanbul, Türkiye.

Global Med Brands serves 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 provides participants with actionable strategies for developing successful healthcare brands and advancing the health tourism industry.

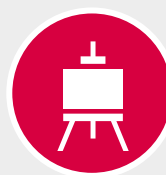
GLOBAL MED BRANDS 2025 AT A GLANCE



1000+
Participants



50+
Countries



15+
Sessions



70+
Speakers



35+
Sponsors & Partners



**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 | Email: 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 **ATTENDED?**

- 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





EVENT TIME TABLE

In- Person

Day 1: May 08, 2025	
10:00	Opening Ceremony & Global Med Brands Award Ceremony
14:00	Panel #1- Leadership Governance: Building Healthcare Nation Brands on the Global Stage
15:30	Workshop: Doctor As A Brand
10:00 – 18:00	Sideline Exhibition
Day 2: May 09, 2025	
10:00	Panel #2- Social Media and Influencer Marketing in Health Tourism: Trends and Challenges
11:30	Panel #3- The Future of Health Marketing: Utilizing Artificial Intelligence, Big Data and Personalized Healthcare Services in Health Marketing
14:00	Panel #4- Strategic Alliances in Healthcare Marketing: How Medical Tourism Insurers, Event Organizers, and International Networks Drive Global Patient Acquisition
15:30	Panel #5- Digital Marketing in Health Tourism: Tools, Strategies, and Success Stories
10:00 – 18:00	Sideline Exhibition
Day 3: May 10, 2025	
10:00 – 15:00	Local Hospital / Clinic Visits



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OPENING SESSION

The Global Med Brands 2025 event featured distinguished keynote speaker who shared their expertise on healthcare branding, innovation in medical services and strategies for elevating top healthcare brands globally.

Each speaker offered unique insights, inspiring participants and fostering meaningful discussions about the future of healthcare branding and international collaboration.

KEYNOTE SPEAKERS



Majid Zangooei
Secretary-General
HTDC



Armin Shahriari
Deputy SG, HTDC
CEO, Launch it



Uğur Baran
Secretary-General
OHSAD, Türkiye



Waleed Khalid Al-Zadjali
President,
Oman Medical
Association



Ali Salahshour
I.R. Iran Medical
Council



Andrea Bovero
Chairman, World Spa
Organization (WSO)
Italy



Ahmed Adnan Altabtabaie
Head of Referral
Department
Ministry of Health Iraq



Behlul Unver
General Manager
USHAŞ, Türkiye



Arezoo Frahani
CEO, Academeet
(Moderator)

AWARD CEREMONY

The prestigious Award Ceremony honored outstanding achievements in the global healthcare sector. Exquisite awards were presented to distinguished professionals and leading organizations from various countries in recognition of their exceptional contributions to healthcare excellence, innovation, and international collaboration. The ceremony celebrated the spirit of leadership and progress shaping the future of global health.

WINNERS

- Sage Healthcare Concierge Services, Saudi Arabia
- Lucia Magnani, Italy
- Mr. Mohammed Alaraimi, Influencer and Content Creator – Oman
- SMEDI, Tunisia
- BayParker Counsulting, Spain
- Hizmet ihracatglari Birligi (HiB), Türkiye
- Noor Shahriar Hospital, Iran
- Teb Med Tourism, Iran
- Lama Polyclinic, Oman
- Taibah Care Medical Company, Saudi Arabia
- Royan Institute, Iran
- Art Clinic, Iran



PANEL DISCUSSION 1 *(In-person Panel)*

Leadership Governance: Building Healthcare Nation Brands on the Global Stage

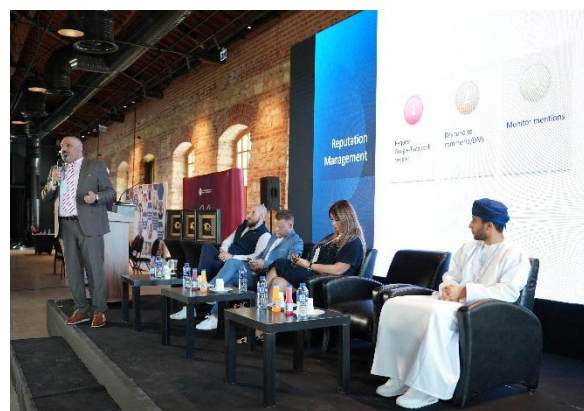
This panel gathered influential healthcare leaders to explore how effective governance and strategic leadership can strengthen national healthcare brands internationally. The discussion highlighted collaboration, innovation, and trust as key drivers for positioning nations as global leaders in healthcare excellence.



PANEL DISCUSSION 2 (In-person Panel)

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

This panel brought together digital marketing experts and healthcare professionals to discuss the evolving role of social media and influencer marketing in promoting health tourism. The discussion focused on emerging trends, audience engagement strategies, and the challenges of maintaining credibility and ethical communication in the digital era.



PANEL DISCUSSION 3 *(In-person Panel)*

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

This forward-looking panel explored how artificial intelligence (AI), big data analytics, and personalized healthcare services are reshaping the future of health marketing. Experts discussed the potential of technology-driven insights to improve patient engagement, optimize marketing strategies, and create more efficient and data-informed healthcare ecosystems. The session emphasized innovation, ethics, and the human-centered approach in leveraging digital transformation for global health growth.



PANEL DISCUSSION 4 *(In-person Panel)*

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

This panel brought together key stakeholders from across the global healthcare ecosystem to explore how strategic partnerships between medical tourism insurers, event organizers, and international healthcare networks contribute to global patient acquisition and market expansion. Speakers shared best practices and case studies demonstrating how collaboration and integrated marketing strategies can strengthen cross-border healthcare growth and patient trust.



PANEL DISCUSSION 5 *(In-person Panel)*

Digital Marketing in Health Tourism: Tools, Strategies, and Success Stories

This panel focused on the transformative role of digital marketing in promoting health tourism worldwide. Experts and industry leaders discussed effective tools, strategies, and real-life success stories that drive visibility, patient engagement, and international brand growth. The session emphasized the importance of data-driven marketing, content personalization, and digital storytelling in building trust and attracting global patients.





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ONLINE PANEL 1

Healthcare and Health Tourism in Middle Eastern Countries

Date: March 12, 2025

SPEAKERS:

- **Ahmed Aloraij**
Chairman, Health Tourism Association
Saudi Arabia
- **Mohammed Arif**
Director, Abyad Medical Group
Qatar
- **Hamdan Almurshidi**
President, Almurshidi Medical Tourism
UAE
- **Redha Juma Al Saleh**
Ambassador of HTDC in
Oman
- **Firouzeh Ghaffari**
Gynecologist, Royan Institute
Iran
- **Ahmed Adnan Altabtabie**
Head of Referral Department & Recruitment, MoH
Iraq
- **Ali Bazazi**
Founder & CEO, Teb Med Tourism
Iran
- **Mohammad Abdullah Aldar**
Founder & CEO, SAGE Healthcare
Saudi Arabia



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ONLINE PANEL 2

Healthcare and Health Tourism in European Countries

Date: March 18, 2025

SPEAKERS:

- **Andrea Bovero**
Chairman, World Spa Organization
Italy
- **Ivan Rendulic**
President, European Health and Medical Tourism Association
Croatia
- **Maria Antonietta Princivale**
Owner & Founder, BookingsMed
Italy
- **Ivana Kolar**
CEO, Julius Rose Business Consulting
Croatia
- **Ioana Vasilescu**
Operations Director, PALMED
Romania
- **Violetta Yanyshenska**
President, Ukrainian Association of Medical Tourism
Ukraine
- **Srdjan Kozetinac**
Manager, Cluster of Medical and Health Tourism
Serbia
- **Lutz Lungwitz**

President, German Medical Wellness Association
Germany

- **Maria Afsar Nazari**
SG, European Health & Medical Tourism Association
Sweden
- **Lara Bulfoni**
Owner, Bulfoni Lara
Italy
- **Ákos Farkas**
CEO, Comocity
Hungary
- **Aureliusz Marek Pietruszka**
Head of International Sales, GVM Care & Research
Italy
- **Erjon Skora**
Co-Founder and Head of Insurance & Operations, OpCover
United Kingdom



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ONLINE PANEL 3

Healthcare and Health Tourism in African Countries

Date: March 26, 2025

SPEAKERS:

- **Elubabor Buno**
CEO, Medical Service Office, Ministry of Health
Ethiopia
- **Hafez Adam Taher**
Advisor, Ministry of Health
Ghana
- **Anwar Alabase**
HTDC Ambassador in Libya, and Advisor, Ministry of Health
Libya
- **Ghazi Mejbri**
Co-founder & Director, SMEDI
Tunisia
- **Karim Taha Arabi GadElRab**
Head of Medical Tourism Department, EgyptAir
Egypt
- **Habsa Bichara Tiara**
CEO, SAFAR santé
Chad
- **Ashraf Ismail**
Executive Director, Medical Device Manufacturers
South Africa
- **Izhar Mahjoub**
Digital Health Consultant, The Blue Healthtech
Tunisia

- **Lizzie Otake**
Development Communications Expert
Kenya
- **Barsenet Biyayelgn**
Project Coordinator, Life Science Division, Prana Events
Ethiopia
- **Badour Yassar**
CEO, Pharmex consulting, and Director of Amtex
Kenya
Algeria



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ONLINE PANEL 4

Healthcare and Health Tourism in South Asian Countries

Date: April 03, 2025

SPEAKERS:

- **Hooria Javed Choudry**
Director, Medical Voice GM, Digital Care
Pakistan
- **Vidya Rani**
Business Head, Simplify MVT Academy
India
- **Mohamed Firaz**
CEO, Haifa Investments Pvt Ltd
Maldives
- **Shashank Rana**
Founder & CEO, India Medical Service
India
- **Fardin Gharman**
General Director, Afghanistan Private Hospital Association
Afghanistan
- **Vipin Goel**
Clinical Director & H.O.D (Surgical Oncology), Laparoscopic
& Robotic Surgeon, Star Hospitals
India
- **Mihir Vora**
Founder & Group CEO, Magnes Meditourism Private Limited
India
- **Swati Agarwal**
Operation Head, CIKITSA
India

- **Thinley Zam**
General Department Medical Officer, GDMO
Bhutan
- **Murad Emadi**
Founder & MD, Mushfa Medi Limited
Bangladesh



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ONLINE PANEL 5

Healthcare and Health Tourism in CIS Countries

Date: April 16, 2025

SPEAKERS:

- **Tatiana Sokolov**
CEO, Medica Tour Ltd
Russia
- **Umida Tadjieva**
Head, MEDICA
Uzbekistan
- **Zhanna Rustemova**
CEO, Mediasta, Medical Tourism Company
Kazakhstan
- **Ziba Valehova**
Founder, A-Medical LLC
Azerbaijan
- **Mihaiela Bocancea**
CEO, Heal in Moldova
Moldova
- **Mohammed Mukhtiyar**
General Surgeon, Medical Center Shafran
Tajikistan



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ONLINE PANEL 6

Healthcare and Health Tourism in Türkiye

Date: April 24, 2025

SPEAKERS:

- **Hüseyin Çelik**
Board Consultant, OHSAD
- **Yasmine Benyounes**
International Relations Manager, Istanbul Med Assist
- **Tuğba Ariz**
Chairman of the Board, Alra Consultancy
- **Mujtaba Rehman**
International Sales & Marketing Director, Prime Care
- **Pouya Raeesian**
International Relations Manager, Novin Araiana
- **Melike Çolakoğlu**
Health Tourism Director, Rommer Int.
Physical Therapy & Rehabilitation Medical Center



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ONLINE PANEL 7

Healthcare and Health Tourism in American Countries

Date: April 29, 2025

SPEAKERS:

- **David G. Vequist**

Founder & Director, Center for Medical Tourism Research
(CMTR)
USA

- **Irving Stackpole**

President, Stackpole & Associates
USA

- **Pramod Goel**

Founder & CEO, PlacidWay Medical Tourism
USA

- **María Cecilia Aponte**

Global Head of International Care and Wellness Program
Hospiten
Panama

- **Paula M. Hall**

Partner & Chief Operating Officer, Innovation Plus Health
Consultancy
USA



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WORKSHOP

In-person Workshop

This insightful workshop, led by global branding expert Ilan Geva, explored the concept of personal branding for doctors and its growing importance in the modern healthcare landscape. Through real-world examples and strategic frameworks, he demonstrated how physicians can build strong, trusted, and recognizable personal brands that enhance patient relationships and professional reputation.



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Workshop: Doctor As A Brand

May 08, 2025 – 15:30 | İstanbul, Türkiye



Dr. Ilan Geva

President, Ilan Geva & Friends Inc. and Senior
Director Academics, Vmarsh Healthcare
USA



SIDELINE EXHIBITION

The Sideline Exhibition brought together leading healthcare brands top hospitals from Turkey and other countries, as well as key players in medical tourism. Exhibitors showcased their latest services branding initiatives, and partnership opportunities, creating an engaging environment for networking and collaboration. The exhibition served as a vibrant platform for sharing expertise exploring global alliances, and highlighting excellence in international healthcare branding.



BUSINESS NETWORKING & GALA DINNER

A series of business networking sessions took place in a dedicated area within the exhibition hall, providing participants with a professional setting to connect, exchange ideas, and explore partnership opportunities. Representatives from hospitals, healthcare brands, and medical tourism companies engaged in productive meetings aimed at fostering international collaboration and business growth.

Additionally, during the Gala Dinner held on May 09, delegates enjoyed an elegant evening of networking and relationship-building. The gathering offered a relaxed yet purposeful atmosphere where global healthcare leaders, investors, and brand executives discussed potential collaborations and strategic alliances, strengthening cross-border partnerships in the medical tourism and healthcare sectors.





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HOSPITAL & MEDICAL CENTER VISITS

On the final day of the Global Med Brands 2025 program, participants joined exclusive visits to leading hospitals and medical centers in Istanbul, organized in collaboration with the HTDC team. These visits provided delegates with valuable insights into advanced healthcare systems, patient care standards, and hospital branding strategies in Turkey. The experience fostered meaningful exchanges of knowledge and best practices, further strengthening international ties and inspiring future collaborations in global healthcare excellence.

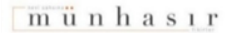




ORGANIZING PARTNERS



SUPPORTING PARTNERS & SPONSORS



MEDIA PARTNERS





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WHAT`S NEXT

Join Us in Global Med Brands 2026

May 13-15, 2026

The *Global Med Brands 2026* will take place in **Barcelona, Spain**. Join leading innovators, healthcare professionals, and industry visionaries from around the world for an inspiring event dedicated to advancing medical branding, innovation, and global collaboration in the healthcare industry.

More information:

Website: www.htdcenter.com/gmb/
Email: event@htdcenter.com
WhatsApp: +968 927 31 917



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