



# 7th Business Networking Meeting Oman

Health & Health Tourism

19 SEPTEMBER, 2023 | Crown Plaza Hotel, Muscat , Oman



HEALTH TOURISM DEVELOPMENT  
CENTER OF ISLAMIC COUNTRIES

**BROOKER**  
INTERNATIONAL BUSINESS BROKERS ASSOCIATION



Launch it



ACADEMEET





## ABOUT the EVENT

Health Tourism Development Center of Islamic Countries (HTDC), align with its missions and goals in networking between health tourism activists and players in different countries, hosts “the 7th Business Networking Meeting in the Fields of Health and Health Tourism” on 19 September 2023 in Muscat, Oman.

This event will be held in cooperation with international organizations and associations active in the Health and Health Tourism Industry, at the same time as the Oman Health Exhibition & Conference 2023. The main purpose of holding this event is to find mutual cooperation between countries in the related fields. Additionally, the participants of this event will get familiar with the capacities of Oman as one of the destination countries with high potential in the field of health tourism.



## SESSIONS AND PROGRAMS



Gala Dinner



Speeches & Discussion Panel



Workshops



B2B



Hospital Visit



Awards

## WORKSHOPS

### 1. Simulation training workshop to develop the capacity of health facilities for innovation

Prioritizing innovation and fostering a culture of innovation in healthcare organizations is critical. Innovation experts, managers, and consultants across industries share the goal of developing innovative practices and capturing value from innovative initiatives, and healthcare is no exception. However, determining where to start and the sequence of actions can be challenging. Should the focus be on generating ideas or implementing innovative plans? Is it more effective to involve a core group or to involve the entire organization? Should we spend significant time on strategy or prioritize the success of early projects, even if they are not great? To increase a company's innovation capability, it is necessary to adopt a process-oriented approach to innovation management. ISO 56002 – Innovation Management System provides a comprehensive framework for this purpose.

- The capacity of this course is limited to 8 people.
- Price: **300 USD** (Tax Excluded)

### 2-Empowering Hospitals & Medical Centers in the field of Health Tourism

The "Empowering Hospitals & Medical Centers in the Field of Health Tourism" workshop aims to provide hospitals and medical centers with the knowledge and tools necessary to excel in the growing field of health tourism. This workshop will focus on strategies to attract international patients, enhance the patient experience, and improve the overall quality of healthcare services. Participants will gain insights into marketing techniques, cultural competency, patient safety, and the latest advancements in medical technology. By attending this workshop, hospitals and medical centers will be equipped to tap into the potential of health tourism, expand their global reach, and contribute to the growth of their local healthcare industry.

- Price: **100 USD** (Tax Excluded)

### 3-Advancing Healthcare Excellence and Medical Tourism through Digital Transformation: Optimizing Patient Safety and Health Information Exchange

- Price: **100 USD** (Tax Excluded)



## TYPES OF PARTICIPATION

- **Participation Ticket**

Standard Ticket: **300 USD**/person (Tax Excluded)

- to enjoy speeches, discussion panel, b2b meetings, and gala dinner
- Note: the event ticket is FREE for HTDC members

Workshop Ticket: extra payment

- See the workshop section for more information
- Note: HTDC members receive 50% discount

- **Be as a Sponsor**

See the Sponsorship Opportunities section for more information.

Note: HTDC members will have Special discount

- **Book your stand**

There is an opportunity to showcase your products and services by booking a stand at the event venue.

Price per stand:

**2000 USD** (non-members) | **1000 USD** (HTDC members)

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## SPONSORSHIP Opportunity

### SPONSORSHIP

Services	Sponsor
Logo of sponsor at all posters and commercial contents	●
Logo of sponsor at the invitation cards and letters	●
Speech of the sponsor's representative at the event	10 min.
Free participation for accompany persons	5 people
Commercial/introduction video clip (each clip 2min.)	twice
Placing the sponsor's big flag at the event venue	1 flag
Placing roll-up of sponsor at the event venue	1 pc
Placing the sponsor's catalogue and gifts in the packages of participants	●
Allocating Stand at the venue	●
Amount (USD) - (VAT not included)	Non-members: \$6000
	HTDC members: \$4000

Email: [ic@htdcenter.com](mailto:ic@htdcenter.com)

WhatsApp #: +982126370192

# 7th Business Networking Meeting Oman

## Health & Health Tourism

Local Time

18:30-22:30

19

September

- Speech
- B2B Meeting
- Gala Dinner
- Hospital Visit

2023



**CROWNE PLAZA HOTEL**

Madinat Al Irfan, Airport Heights  
Muscat, Sultanate of Oman

- Hospitals & Clinics
- Medical Tourism Companies
- Wellness Centers and SPAs
- Medical Equipment Manufacturers
- Pharmaceutical Companies
- Startups & Tech-based Companies



HEALTH TOURISM DEVELOPMENT  
CENTER OF ISLAMIC COUNTRIES



MEDIA PARTNER

**MEDICAL  
TOURISM**

**MAGAZINE  
HTDC**



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



[ic@htdcenter.com](mailto:ic@htdcenter.com)



+98-2126370192