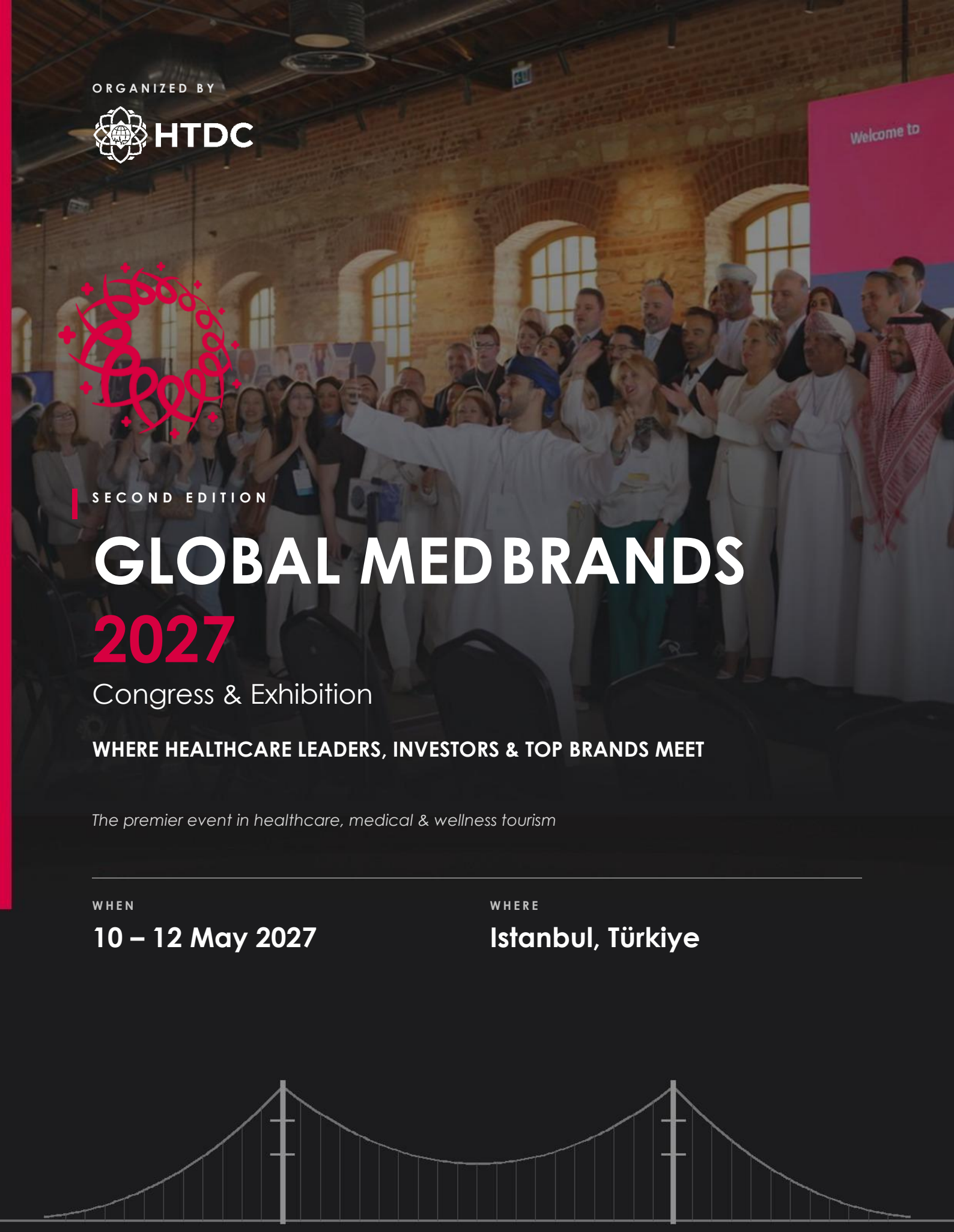



ORGANIZED BY

HTDC

SECOND EDITION

# GLOBAL MED BRANDS 2027

Congress & Exhibition

**WHERE HEALTHCARE LEADERS, INVESTORS & TOP BRANDS MEET**

*The premier event in healthcare, medical & wellness tourism*

WHEN

**10 – 12 May 2027**

WHERE

**Istanbul, Türkiye**

www.htdcenter.com/gmb event@htdcenter.com +96892731917

ABOUT THE EVENT

# WHERE HEALTHCARE LEADERS, INVESTORS & TOP BRANDS MEET

The Health Tourism Development Center of Islamic Countries (HTDC), in collaboration with governmental and non-governmental organizations and international professional associations, is organizing the **second edition of Global Med Brands**, focused on branding, international marketing and investment development in the health and wellness industry, from **10 to 12 May 2027 in Istanbul, Türkiye**.

The event is an international platform that brings together leaders and key players of the health and wellness industry, from executives of major healthcare holdings, hospitals and specialized centers to investors, government representatives, specialized departments of ministries of health and tourism, professional associations and international stakeholders. Its aim is to develop international markets, exchange knowledge and technology, and shape sustainable cooperation, joint investments and strategic partnerships.

The program opens in November 2026 with a series of online sideline panels, including the specialized **Growth Talks** and the regional **Global Med Brands Spotlights**. Alongside them, **MedTour Connect Matchmaking**, the event's dedicated B2B matchmaking and networking platform, plays a central role in identifying cooperation opportunities, matching medical tourism companies, hospitals and healthcare centers, and arranging targeted meetings ahead of the event. In Istanbul, these connections are completed through the congress, the specialized exhibition, in-person B2B meetings and professional visits to hospitals and healthcare centers in Istanbul.

A flagship program of this edition is the **GMB Boardroom**, an exclusive meeting of senior executives of major private healthcare holdings, focused on joint investment, inter-group cooperation, large-scale procurement and the exchange of management experience.

The event's specialized themes cover brand and international market development, healthcare investment and infrastructure, accreditation and quality improvement, and education and human resources development.

**GLOBAL MED BRANDS WHERE HEALTHCARE LEADERS, INVESTORS & TOP BRANDS MEET**

FLAGSHIP PROGRAM

## GMB BOARDROOM

*An Exclusive Gathering of Global Private Healthcare Leaders*

02 | ABOUT THE ORGANIZER

# Health Tourism Development Center of Islamic Countries

HTDC

**2015**
Founded as a Non-Governmental Organization

**80+**
Countries Across the HTDC Network

**8**
Affiliates & Business Divisions

The Health Tourism Development Center of Islamic Countries (HTDC) is an international network and development platform operating across the healthcare and health tourism sectors. With a network spanning more than 80 countries, HTDC brings together hospitals, healthcare groups and holding companies, medical centers, health tourism companies, investors, professionals, government bodies, NGOs, and professional associations.

Through its eight specialized affiliated platforms, HTDC delivers a diverse range of services and programs in areas such as investment, healthcare infrastructure and construction, education, workforce development, innovation, consultancy, accreditation, and international events.

HTDC's activities are guided by three strategic areas: Networking, Capacity Building, and Business Development, with a focus on facilitating international cooperation, promoting knowledge and experience exchange, and supporting sustainable development across the healthcare and health tourism sectors.

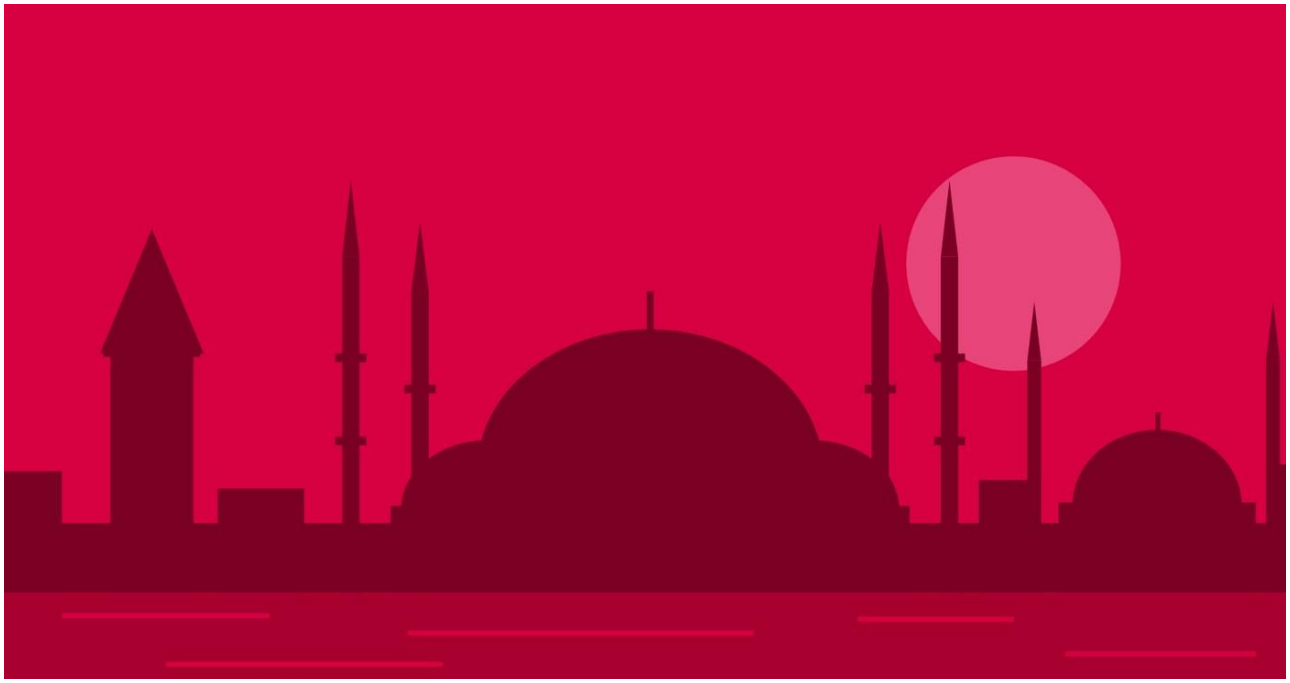
WEBSITE
**www.htdcenter.com**

EMAIL
**event@htdcenter.com**

WHATSAPP
**+96892731917**

03 | WHERE?

# Istanbul, Türkiye



Located at the crossroads of Europe and Asia, Istanbul has served for centuries as a bridge between markets, cultures and economies. Today, its location and dynamic business environment make it a natural meeting point for healthcare leaders, investors and international brands.

### A Gateway to International Markets

With one of the world's largest flight networks, Istanbul offers direct access to markets across Europe, the Middle East, Central Asia and Africa, creating valuable opportunities for cross-border networking and collaboration.

### Proven Healthcare Expertise

Türkiye is one of the world's leading health tourism destinations, with deep experience in building private healthcare businesses, from healthcare holdings and hospitals to specialized treatment and wellness centers and professional health tourism structures. This expertise offers a strong foundation for knowledge exchange, investment and international partnerships.

### World-Class Event Infrastructure

High-quality hospitality and modern congress and exhibition venues make Istanbul an ideal host for an international event focused on networking, business development and investment in the health and wellness industry.

04 | ROAD TO ISTANBUL

# THE JOURNEY

## FROM ONLINE TO ISTANBUL

**ONLINE SEASON · NOV 2026 – APR 2027**

- **Global Med Brands Spotlights**
  4 regional panels: Asia · Africa · Europe · America
- **Growth Talks**
  Expert-led sessions on healthcare investment, infrastructure, accreditation, education and talent development
- **MedTour Connect Matchmaking**
  Profiles, B2B matching and online meetings

**ISTANBUL · 10 – 12 MAY 2027**

- **Congress**
  Keynotes · panels · workshops · award ceremony
- **Exhibition & Networking**
  Side exhibition and in-person B2B meetings
- **Exclusive programs**
  GMB Boardroom (invitation only) · Gala dinner
- **Day 3 · 12 May**
  Hospital visits

**01**

### Global Med Brands Spotlights — REGIONAL PANELS

Online panels where healthcare and wellness brands present their capacities and cooperation opportunities.

ASIA · AFRICA · EUROPE · AMERICA

**02**

### Growth Talks — HTDC DIVISIONS

Online and in-person panels led by HTDC divisions on the topics that drive growth in healthcare, held as official sidelines of Global Med Brands 2027.

INVEST · CONSTRUCTION · ACCREDITATION · ACADEMY · TALENT

**03**

### MedTour Connect — MATCHMAKING

Hospitals, wellness centers and medical tourism companies create their profiles on the platform, then request and schedule meetings with one another based on their mutual interests, and hold them online. Medical tourism companies that receive the highest level of cooperation interest on the platform will be eligible for exclusive benefits to participate in Global Med Brands 2027.

04 | GMB SPOTLIGHTS

# Global Med Brands Spotlights

Four regional online panels provide a platform for healthcare and wellness brands to present themselves to hospitals, health tourism companies and international stakeholders across the healthcare, medical services and health tourism sectors. Countries may also take part through government representatives and relevant institutions, delivering coordinated national presentations that showcase their capabilities in these fields to an international audience, together with a selection of their leading national brands.

**26 JAN 2027**

## Asia SPOTLIGHT 01

Leading healthcare and wellness brands from across Asia present their capacities, centers of excellence and cooperation opportunities.

TUESDAY · 26 JANUARY 2027 · LIVE ONLINE

**02 FEB 2027**

## Africa SPOTLIGHT 02

Leading healthcare and wellness brands from across Africa present their capacities, centers of excellence and cooperation opportunities.

TUESDAY · 2 FEBRUARY 2027 · LIVE ONLINE

**16 FEB 2027**

## Europe SPOTLIGHT 03

Leading healthcare and wellness brands from across Europe present their capacities, centers of excellence and cooperation opportunities.

TUESDAY · 16 FEBRUARY 2027 · LIVE ONLINE

**02 MAR 2027**

## America SPOTLIGHT 04

Leading healthcare and wellness brands from across the Americas present their capacities, centers of excellence and cooperation opportunities.

TUESDAY · 2 MARCH 2027 · LIVE ONLINE

**Registration for the panels opens soon.**

04 | GROWTH TALKS

# Growth Talks

Specialized panels led by HTDC divisions on the topics that drive growth in the health and wellness industry, held online and in Istanbul as official sideline events of Global Med Brands 2027.

## ONLINE SESSIONS

**30 NOV 2026**

### Global Fertility Care in Practice HTDC ACADEMY

Excellence, trust and international partnerships: how fertility centers deliver clinical excellence, build patient trust and grow through cross-border cooperation.

MONDAY · 30 NOVEMBER 2026 · 11:00–14:00 GMT · LIVE ONLINE

**02 DEC 2026**

### Healthcare Career Opportunities in the UAE HTDC TALENT

Career pathways and employment opportunities for healthcare professionals in the United Arab Emirates.

WEDNESDAY · 2 DECEMBER 2026 · 07:30–09:30 GMT · LIVE ONLINE

**+ MORE**

### More Growth Talks COMING SOON

Further online panels led by HTDC divisions, including Invest, Construction, Talent and Academy, will be announced soon.

DATES TO BE ANNOUNCED · LIVE ONLINE

## IN ISTANBUL

Growth Talks continue in Istanbul as in-person panels on investment, healthcare infrastructure, accreditation, talent, and branding and marketing, bringing experts and decision-makers together on the congress stage. The full in-person program is on page 11.

04 | MEDTOUR CONNECT

# MedTour Connect Matchmaking

Through five previous editions, MedTour Connect has brought together medical tourism companies, hospitals and wellness centers from across the world, building an international network of healthcare and medical tourism stakeholders. MedTour Connect Matchmaking extends this network through a dedicated online platform, where participants connect, hold B2B meetings and explore cooperation opportunities ahead of Global Med Brands 2027.

Hospitals and wellness centers participating in Global Med Brands 2027, as well as the event's sponsors, are entitled to **complimentary participation** in the MedTour Connect Matchmaking program.

Organizations interested in participating exclusively in the MedTour Connect Matchmaking program through online B2B meetings may join for a participation fee of **USD 1,500.**

## HOW IT WORKS

**01**

### Register & complete your profile FROM 20 JANUARY

Health tourism companies, medical centers and wellness centers register and complete their profiles from 20 January 2027.

**02**

### Get matched 1 – 14 APRIL

Hospitals, wellness centers and health tourism companies review each other's profiles and send meeting requests. Once a request is accepted, the meeting is scheduled.

**03**

### Meet online 19 – 21 APRIL

Private online B2B meetings between hospitals and their matched companies. After each meeting, the hospital can endorse the company.

## WHO TAKES PART

**FOR COMPANIES**

### Health tourism companies PARTICIPANTS

Meet hospitals and wellness centers from many countries before the event, explore cooperation opportunities online, and qualify for exclusive benefits and special privileges at Global Med Brands 2027 in Istanbul.

**FOR HOSPITALS**

### Hospitals, Medical Centers & Wellness Centers PARTICIPANTS

Connect with health tourism companies, review their profiles, meet them online and explore cooperation opportunities with them.

04 | PROGRAM CALENDAR

# Road to Istanbul at a Glance

Global Med Brands 2027 unfolds in two stages. From November 2026 to April 2027, Growth Talks, Global Med Brands Spotlights and MedTour Connect Matchmaking take place **online**. The program then culminates **in person** in Istanbul on 10 – 12 May 2027, with three days of congress, exhibition and professional visits.

**ONLINE**
NOV 2026 – APR 2027

| | | |
|---|---|---|
| 30 MON · NOV 2026 | Global Fertility Care in Practice | — GROWTH TALKS |
| 2 WED · DEC 2026 | Healthcare Career Opportunities in the UAE | — GROWTH TALKS |
| 16 WED · DEC 2026 | Cancer Care | — GROWTH TALKS |
| 13 WED · JAN 2027 | Longevity | — GROWTH TALKS |
| 20 WED · JAN 2027 | Registration and profiles open | — MEDTOUR CONNECT MATCHMAKING |
| 26 TUE · JAN 2027 | Asia | — GLOBAL MED BRANDS SPOTLIGHT |
| 2 TUE · FEB 2027 | Africa | — GLOBAL MED BRANDS SPOTLIGHT |
| 16 TUE · FEB 2027 | Europe | — GLOBAL MED BRANDS SPOTLIGHT |
| 2 TUE · MAR 2027 | America | — GLOBAL MED BRANDS SPOTLIGHT |
| 1–14 APR 2027 | Profile review and meeting requests | — MEDTOUR CONNECT MATCHMAKING |
| 19–21 APR 2027 | Online B2B meetings | — MEDTOUR CONNECT MATCHMAKING |

**IN PERSON**

10–12 MAY 2027

FİŞEKHANE · ISTANBUL

## Global Med Brands 2027

| | |
|---|---|
| Mon · 10 May | Opening, keynotes, award ceremony, panels, GMB Boardroom & gala dinner |
| Tue · 11 May | Panels, National Health Destination Showcase & sideline exhibition |
| Wed · 12 May | Hospital visits |

**Further Growth Talks will be announced. Session times are published with each program.**

05 | WHO SHOULD ATTEND?

# Target audiences

**01** Hospitals, Clinics & Medical Centers

**02** Healthcare Holdings, Hospital Groups & Private Healthcare Leaders

**03** Wellness Centers, Spas & Wellbeing Providers

**04** Medical Tourism Companies, Travel Agencies & Healthcare Facilitators

**05** Insurance, Assistance, Medical Transport & Air Ambulance Companies

**06** Healthcare Investors, Infrastructure Developers & Construction Companies

**07** Healthcare Recruitment & Human Resource Companies

**08** Med-Tech, Marketing, Advertising, Branding & Healthcare Solution Providers

## EVENT PROGRAMS & SESSIONS at a glance



KEYNOTE SPEECHES




AWARD CEREMONY



PANELS & WORKSHOPS



GMB BOARDROOM



SIDELINE EXHIBITION



HOSPITAL VISITS



NETWORKING



GALA DINNER

06 | WHEN?

# Three Days. One Global Stage.

DAY 1 · MONDAY

## 10 May

- Opening ceremony & keynote speeches
- Global Med Brands Award ceremony
- In-person discussion panels
- GMB Boardroom (invitation only)
- Sideline exhibition
- Gala dinner &networking

DAY 2 · TUESDAY

## 11 May

- In-person discussion panels
- National Health Destination Showcase
- Sideline exhibition

DAY 3 · WEDNESDAY

## 12 May

- Hospital visits
- To be announced

## PROGRAMS & SIDELINE EVENTS

| MONDAY · 10 MAY 2027 | | |
|---|---|---|
| 10:00 – 12:00 | **Opening + Keynote Speeches + Award Ceremony** | OPENING |
| 14:00 – 15:00 | **Panel #1: To be announced** | INVESTMENT |
| 15:30 – 16:30 | **Panel #2: To be announced** | CONSTRUCTION |
| Time TBA | **GMB Boardroom** invitation only | LEADERSHIP |
| 19:00 – 22:00 | **Gala Dinner & Networking** | GALA |
| **TUESDAY · 11 MAY 2027** | | |
| 10:00 – 11:00 | **Panel #3: To be announced** | ACCREDITATION |
| 11:30 – 12:30 | **Panel #4: To be announced** | TALENT |
| 14:00 – 15:00 | **Panel #5: To be announced** | BRANDING & MARKETING |
| 15:30 – 17:30 | **National Health Destination Showcase** | SHOWCASE |
| **WEDNESDAY · 12 MAY 2027** | | |
| Morning | **Hospital visit #1: To be announced** | HOSPITAL VISIT |
| Afternoon | **Hospital visit #2: To be announced** | HOSPITAL VISIT |

07 | EXHIBITION

# Sideline Exhibition




**DATES**
**10 – 11 May 2027**

**HOURS**
**10:00 – 18:00**

**VENUE**
**Istanbul, Türkiye**

**STAND PRICE**

**$4,000**

per stand · tax excluded

**Each stand includes:**

- MedTour Connect matchmaking
- Speaking slot in an online Spotlights panel
- Logo on the exhibitors' logo wall
- 3 complimentary representative passes

**SPECIAL OFFERS FOR HTDC MEMBERS**

| | |
|---|---|
| Blue members | **10% discount** |
| Gold members | **20% discount** |
| Platinum members | **30% discount** |

**Book a stand:** event@htdcenter.com | WhatsApp: +968 9273 1917 | www.htdcenter.com/gmb

08 | ACCESS PASS

# Delegate pass

| ITEM | DELEGATE PASS |
|---|---|
| Exhibition zone access | ✓ |
| Online discussion panels | ✓ |
| Opening ceremony access | ✓ |
| Discussion panels & workshops (in-person) | ✓ |
| Certificate of attendance (e-certificate) | ✓ |
| Gala dinner & networking session | ✓ |
| **Fee (USD ·tax excluded)** | **$1,500** |

*Note: all applicants need to register online to receive their passes.*

SPECIAL OFFERS FOR HTDC MEMBERS

## Blue

1 complimentary delegate pass + 20% discount on additional passes

## Gold

2 complimentary delegate passes + 2-night accommodation (2 PX) + 40% discount on additional passes

## Platinum

3 complimentary delegate passes + 3-night accommodation (3 PX) + 70% discount on additional passes

09 | SPONSORSHIP

# Sponsorship opportunities

| BENEFITS | SILVER | GOLD | TITLE PARTNER |
|---|---|---|---|
| Logo on the official website, event posters and final report | ✓ | ✓ | ✓ |
| Logo on official event invitations | — | — | ✓ |
| Co-branding with the HTDC logo on all official promotional materials | — | — | ✓ |
| Logo on the MedTour Connect Matchmaking webpage and promotional materials | — | ✓ | ✓ |
| Featured sponsor profile in Matchmaking communications | — | ✓ | ✓ |
| Official Matchmaking Partner title | — | — | ✓ |
| Official sponsorship trophy and certificate of appreciation | ✓ | ✓ | ✓ |
| Speaking slot and promotional video in online panels | **One panel** | **Two panels** | **Panels of choice** |
| Speaking slot and promotional video in in-person panels | **One panel** | **Two panels** | **Dedicated panel, subject to HTDC approval** |
| Promotional video screening at the official ceremony | — | Once | **Twice** |
| Distribution of promotional gifts during the event | — | ✓ | ✓ |
| Exclusive gift packages at the GMB Boardroom | — | — | ✓ |
| Exhibition stand | **Standard zone** | **Standard zone** | **VIP zone** |
| Complimentary delegate passes | **3** | **5** | **10** |
| Seats at the GMB Boardroom | — | — | **3 senior executives** |
| Hotel accommodation (3 nights) | **1 person** | **2 persons** | **5 persons** |
| Round-trip economy flight | — | — | **1 person** |
| Coordinated B2B meetings in MedTour Connect Matchmaking | **15** | **20** | **35** |
| **Fee (USD ·tax excluded)** | **$10,000** | **$15,000** | **$35,000** |

**HTDC MEMBERS** **Blue 10%** **Gold 20%** **Platinum 30% off sponsorship packages**

# GLOBAL MED BRANDS
Congress and Exhibition

Marketing & Branding in Healthcare

SAVE THE DATE

# See you in Istanbul.

**10 – 12 May 2027 · Istanbul, Türkiye**


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WEBSITE
www.htdcenter.com/gmb


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HTDC