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 +96890954944

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
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event@htdcenter.com

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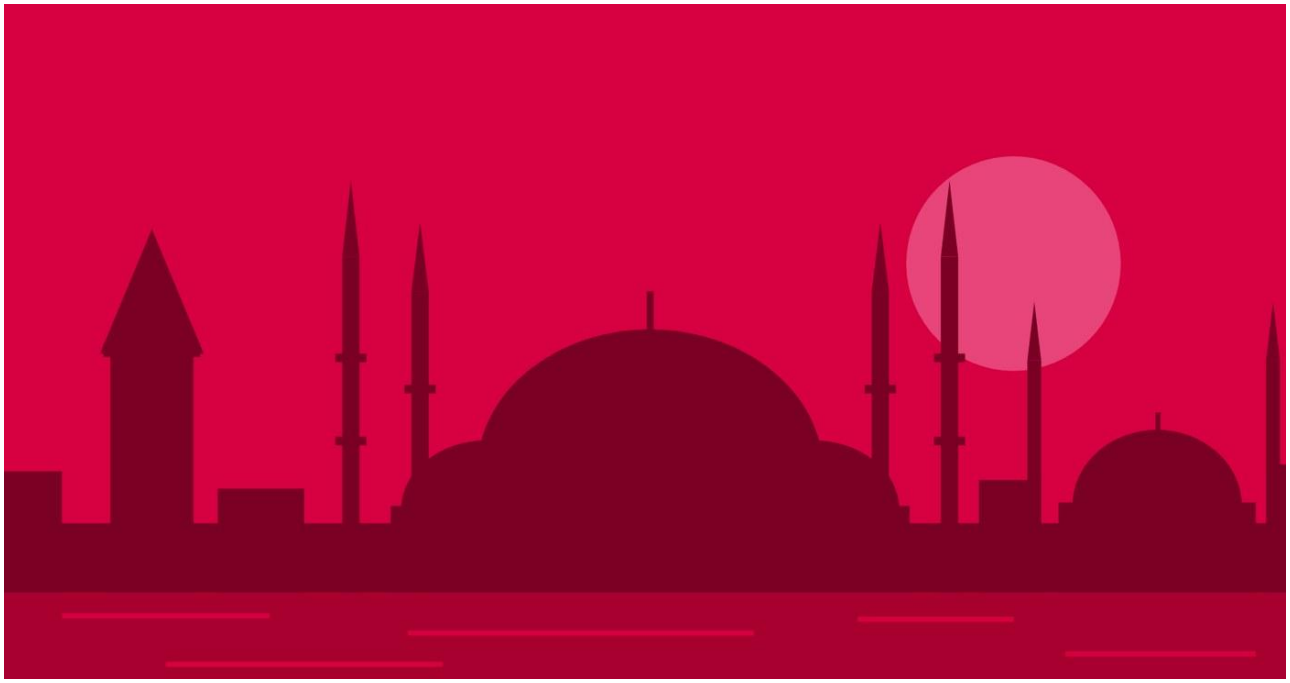
+96890954944

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 9095 4944 | 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

PHONE & WHATSAPP
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WEBSITE
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