



The South African  
**HEALTH**  
Tourism Congress

29-30 July 09  
Sandton Convention Centre



## THE INAUGURAL SA HEALTH TOURISM CONGRESS

[www.sahealthtourismcongress.co.za](http://www.sahealthtourismcongress.co.za)

### SA Health Tourism Congress Newsletter - May 2009

**BUILDING NEW RELATIONSHIPS:** Uniting key market players from all over the world, the inaugural South African Health Tourism Congress offers three days of intense networking.

[Launch of the South African Health Tourism Congress Website](#)  
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Launch of the South African Health Tourism Congress Website

Visit [www.sahealthtourismcongress.co.za](http://www.sahealthtourismcongress.co.za) if you fit the following profile:

- Top South African Hospitals
- Employers
- Health Insurance Companies
- International Insurance Companies
- Health Insurance Administrators
- Medical Tourism Companies/Facilitators from around the world
- Hotel Groups
- Airlines
- Investor and Financial Institutions
- Departments of Tourism and Ministries of Health
- Doctors
- Public and Private Hospitals
- Technology/Software Companies
- Media/Press
- Ministers/Dignitaries
- Health/Medical Resorts and Spas
- Venture Capitalists
- Travel Agencies
- Marketing Organisations
- Consulting Companies
- Healthcare Organisations
- Accreditation Bodies
- Healthcare/Medical Associations

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Medical Travel Agencies  
Travel Agencies  
Medical Spas  
Property Developers  
Technology Solutions Providers

Diarise 28-30 July 2009 for the inaugural SA Health Tourism Congress

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### Health Tourism Congress for South Africa

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Sebilo is proud to announce the South African Health Tourism Congress which will take place on the 29th and 30th of July 2009 at the Sandton Convention Centre in Johannesburg, Gauteng.

The inaugural congress aims to bring together this industry and to showcase what South Africa has to offer in terms of medical tourism, we have the best medical care providers, we are technologically equipped and boast a sophisticated infrastructure which is available at competitive prices, yet South Africa has not had an opportunity to showcase this to the rest of the world.

Medical tourists considering seeking treatment abroad are motivated by various reasons, many are attracted by the low cost factor or they are simply dissatisfied with the existing medical care in their home county. Frustrated by the long waiting times, inadequate medical care and exorbitant medical expenses, many go abroad in search of medical care.

Sebilo has identified that the timing ahead of 2010 in July this year is the ideal time to bring together this industry and in excess of 400 people are expected to attend representing health and medical facilitators, hospitals and healthcare providers, dentists and doctors, government representatives, health insurers, technology providers and investors.

The congress is organized by Sebilo, the Gauteng based meetings, incentive, conference and events organisers and has gained the attention of National Government, the Gauteng Province Department of Economic Development, the Medical Tourism Association, South African Tourism and the City of Johannesburg. The delivery of the congress to these institutions has been fruitful and there is emerging consensus that because of the increasing burden on our medical resources, there is a need for exploration of all possible avenues that would create a secondary income stream to subsidise the public health.

The Health Tourism Congress platform staged as it will be at the end of July is an opportune time to position South Africa as a destination of choice for medical and cosmetic procedures with the advantage of recuperating at luxury resorts.

There will be plenty of opportunities to network with colleagues, attend workshops

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and hear expert topic delivery from global subject specialists. Local speakers presenting their knowledge on the current trends and opportunities within the sector will also be featured.

If you are interested in attending the congress or require further information, please contact Project Operations on [Nicole@sahealthtourismcongress.co.za](mailto:Nicole@sahealthtourismcongress.co.za)

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### SA Health Tourism Exhibition

The organisers of the inaugural SA Health Tourism Congress have secured an area where congress delegates will congregate and this showcase area is ideal for exhibiting health tourism products and services however as the space is limited, we urge companies which are interested in exhibiting their products and services to book their booths early.

Preferential booth rates have been secured for suitable companies in the health tourism sector who wish to attract new business and market their services to a captive audience. Top hospitals, clinics, insurance companies and providers are invited to meet with international hosted buyers of healthcare by reserving a booth and participating in the congress.

If you are interested in exhibiting at the congress or require further information, please contact Project Operations on [theresa@sahealthtourismcongress.co.za](mailto:theresa@sahealthtourismcongress.co.za)

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### SA HEALTH TOURISM CONGRESS IN SAN FRANCISCO

The organisers of the SA Health Tourism Congress have already lobbied the event internationally and are pleased to report an overwhelming response to hosting a congress in South Africa.

Advocate Cawe Mahlali, Chairman of Sebilo, the organisers of the inaugural SA Health Tourism Congress, has represented the concept internationally in San Francisco, Hungary and Budapest at various World Congresses.

With over 50 countries worldwide recognizing medical tourism as a national industry, our own health tourism congress has established credibility amongst global players already by participating in various forums, congresses and panels. This representation will be continued after the congress and is a unique benefit to all sponsors, delegates, speakers and exhibitors.

For more information on global congresses, please visit the Medical Tourism Association website by clicking [here](#)

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## CONGRESS SPEAKER PAPER SUBMISSION

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The Congress programme will be finalised by 1 June 2009 and there are currently workshop sessions available for open industry topics. Interested speakers are hereby invited to submit their congress paper suggestions for the review of the organisers.

Speakers are encouraged to consider this opportunity to bring valuable information and advice to the congress audience and contribute to the South African Health Tourism industry's success and sustainability.

Please note:

Theoretical and empirical papers in all areas of Medical Tourism, Medical Travel, Health Tourism, Health Travel, and related fields are welcome.

Papers must be submitted in English.

We kindly request that you share this call with your colleagues.

All submissions must be in Microsoft Word format.

Please include the contact information for all authors on the first page of the document.

You will receive an email containing an acceptance or rejection letter by 1 June 2009.

The next issue of this newsletter will be dedicated to the announcement of the programme for the congress along with an update on the progress made by the operations team. Should you require any additional information, I / we invite your return correspondence.

We look forward to welcoming you to the congress.

Cordially,

Nicole Lord / The Operations Team

The SA Health Tourism Congress

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