



**Poland**  
YOUR HEALTH DESTINATION



## Promotion of Polish Medical Sector

The Project co-financed by the European Union from  
the European Regional Development Fund

**Study tour for foreign journalists  
Warsaw, 24<sup>th</sup>- 27<sup>th</sup> September 2012**

Piotr Stefaniak, President of the European Center for Enterprise

Ada Kostrz-Kostecka, Leader of the Project

Magdalena Rutkowska, President of Medical Travel Europe Sp. z o.o.



# THE CONSORTIUM



- **European Center for Enterprise (EuCP)**
  - consulting company since 2003
  - supporting the development of Polish enterprises, organizations and the regions in the EU integration process
  - financial and strategic consulting, acquisition of external funds
- **Polish Information and Foreign Investment Agency (PAIiZ)**
  - governmental agency
  - promotion of Polish economy on international markets
  - increasing inflow of foreign investments to Poland
  - organization of trade missions, trade fairs, conferences and training
- **AMEDS Center**
  - multidisciplinary non-public medical clinic
  - provide medical services for patients from Poland and abroad
  - experience in the organization of stays in Poland for patients from around the world gained through **Medical Travel Europe**

# THE ROLE OF THE CONSORTIUM'S MEMBERS



- EuCP** - leader of the consortium, responsible for contacts with the Ministry of Economy
- PAIiZ** - organizing the participation of Polish Medical entrepreneurs in international events, organizing the visits of foreign journalists to Poland
- AMEDS** - recruitment of candidates to the programme, preparation of promotional materials for the industry

# PROMOTION OF POLISH MEDICAL TOURISM PROGRAMME



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One of the 15 sectors financed by EU,  
for promotion in selected foreign countries.

- The goals of the project:

- Presentation of the Polish medical companies abroad (foreign intermediaries involved in medical tourism, insurers and individual patients)
- Presentation of Poland as a country with well educated, highly qualified doctors, and specialists in various fields, like surgery, dentistry, physiotherapy and other professionals involved in the improvement of the physical condition of patients. Promotion of companies using high medical technologies.

# PROMIOTION OF POLISH MEDICAL TOURISM PROGRAMME



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- **Duration**

36 months (until March 2015)

- **The costs**

more than 2 mn EUR, including costs for the entrepreneurs  
/75% of the costs refunded from the Ministry of Economy/

- **Target markets**

Denmark, Sweden, Norway, Germany, Russia, United Kingdom, USA

# PROMOTIONAL ACTIVITY



- **The promotional activity dedicated to the Polish medical companies:**
  - foreign trade fairs and exhibitions
  - trainings
  - economic missions for entrepreneurs, individual B2B meetings (with health providers, insurers, medical tourism providers)
  - promotional and informational materials
- **Sectoral promotion:**
  - sectoral prospect presenting perspectives of Polish medical tourism
  - catalogs and brochures,
  - film promoting the sector
  - international conference in Monaco
  - articles and information to news agencies in Poland and abroad
  - study tours for foreign journalists and companies

# PROMOTIONAL ACTIVITY



Polish medical companies and spas have the possibility to participate in the following events:

- 11 trade fairs in 5 countries (USA, UK, Monaco, Russia, Denmark)
- 7 trade missions
- 3 trainings



# LOGO OF THE PROJECT



- Keyword:



Poland. Your Health Destination

Polska. Polska Twój kierunek na zdrowie

Polen. Deine Richtung zur Gesundheit!

- Website: [www.polandmedicaltourism.com](http://www.polandmedicaltourism.com)



# THE PROFILE OF THE PARTICIPANTS:



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- Multidisciplinary clinics - 9
- Dental Clinics - 2
- Spa, wellness & spa centers - 9
- Medical tourism providers - 2

# VISITS DURING THE STUDY TOUR



- **Carolina Medical Center**
  - hospital specializing in orthopedic and sports medicine, that was taking care of the sportsmen during EURO 2012
- **Cyberknife**
  - the innovative non-surgical method of treatment of tumors of soft organs
- **Dentestetica**
  - dental clinic offering a vast range of dental treatments including the most advanced 3D diagnostic X-Ray, microendodentistry, implants, zirconium crowns, bone transplantation and Guided Bone Regeneration techniques
- **Wieliczka Salt Mine**
  - the world's only underground sanatorium, located in the salt mine, which belongs to the world's monuments (listed by UNESCO);

## CONTACT DETAILS



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THANK YOU FOR YOUR ATTENTION

**HAVE A NICE STAY IN POLAND!**

