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# International Medical Tourism & Travel 2010

1-2 March 2010

Singapore

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**Marcus Evans** would like to have the pleasure of inviting you and your org to participate in an upcoming event-

## **International Medical Tourism & Travel 2010**

Medical tourism is a growing industry and has received a lot of exposure in the media lately. The potential revenue for the economy from this segment of healthcare is huge and cannot be overlooked. A few countries have created their own branding and have successfully made millions of dollars year after year. This has resulted in greater self awareness in other countries to also be able to seize the opportunities medical tourism can offer.

The concept of medical tourism has resulted in the emergence of hospitals and medical centres that cater to the global world healthcare. They must be able to meet the business challenges and competition in order to be a participant in this industry. They need the support of the government, a quality healthcare infrastructure and various trustworthy third parties to build this business. Information is required to formulate strategies to set up a systematic business structure, to meet the challenges and marketing issues. Be ready to respond to the influx of global patients.

### **Attend this informative event and gain practical insights into:**

- **Establishing** an ideal framework for medical tourism developers
- **Reinforcing** marketing and branding strategies to excel in medical tourism
- **Gaining** ideas to attract foreign patients from new emerging markets
- **Capitalising** on technology and specialisation to gain a competitive advantage
- **Benchmarking** the business structure and latest trends from world leading organisations
- **Networking** with leading hospitals, travel agencies and consultants around the world

For more info, please visit [http://www.marcusevansassets.com/doc/pdfs/Ep\\_14294.pdf](http://www.marcusevansassets.com/doc/pdfs/Ep_14294.pdf)

or contact contact **Ms. Lee Chew Wan** @ T: +603-2723-6748 E: [LeeC@marcusevanski.com](mailto:LeeC@marcusevanski.com)