



## Connecting people to global health solutions

Make sure your presence at the [EMTC2011](#), 27<sup>th</sup> until 29<sup>th</sup> of April 2011 in Barcelona.

Spain is the most advanced and visited country in the Mediterranean for medical travel. Now this market can look to expand by capitalising on the trend towards free medical choice across European borders. **Medical travel can play an important role as a stabilizing factor for the European healthcare development. We expect for Barcelona 350 to 400 participants and more than [40 exhibitors](#).**

**The quality of participants is most important – see what is in for you**

Here are more reasons why we expect so many participants in Barcelona:

- US healthcare reform will facilitate treatment abroad for US citizens. In Barcelona we will have as a partner several organisations and networks from the US, engaged in bringing value to medical travellers and taking care of the important legal and logistic issues connected to it. The awareness is growing at different levels in health care industry that Medical Travel is becoming a real option to control the exploding healthcare cost.
- EU regulations are increasingly being adapted to the needs and wishes of patients, and with the EU presidency in Hungary, a country that enjoys a burgeoning medical travel industry, the [EU Patient Mobility Directive](#) will be in good hands. .
- China is growing as a potential market and EMTC has partnered with the [Chinese Medical Tourism Association](#) . It will be interesting how this (not anymore) “sleeping giant” is going to enter the markets. They are interested in both importing and exporting patients.
- Northern European countries provide high quality medical treatment, but at relatively high prices. This makes Spain’s high quality but more affordable care for European expatriates and pensioners highly attractive. Insurance companies from Germany for example are going to enter contractual relationships with hospital networks in Spain.
- Spa Resorts and Medical Wellness is a growth area. Privately owned Spa centers are looking to international markets and offer high standards also for the component “medical wellness” services.
- International Centres for Medical Tourism will bring together key European decision makers and top healthcare providers to develop markets, providing many more opportunities for patients to make their own arrangements for treatment. **Infertility treatment is a special growth area in Spain** due to the liberal legislation of the country and attracts increasing numbers of patients from Italy, Russia, everywhere...

**[Join](#) this international and unique platform, standing for quality, innovation and transparency in Medical Travel and Health Tourism.**