



European Medical Travel Conference 2011

27th - 29th April 2011 in Barcelona, Spain

The largest conference in Europe on global medical travel



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EMTC2011 is becoming a highlight in the Spanish Tourism sector - Make sure you register now

Torres - One of the Finest Vinery in the Country

TORRES



Hospitality in Spain is associated with a fine selection of vines. Torres, one of the best known vineries with a high reputation has it. We are happy to announce that Torres took over a sponsorship for the vine for both the Welcome Reception and the Gala Dinner. [Read more about them.](#)

Tourist attractions

You may want to extend your stay and relax or you may be curious and want to explore more of the sights in and around Barcelona. [Here is the offer](#), put together by our tourist partners.



Blai Limousines is the official transportation and transfer partner. Let them bring you to special places in Barcelona and in the area. Their offer can be [seen here](#).

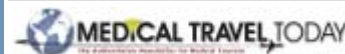
Scheduling of B2B Meetings has begun - make sure you register now

Scheduling of the [B2B meetings](#) opened on 1 April. All the 210 companies listed so far can participate in this networking opportunity. Visit <http://scheduler.emtc2011.com> to start scheduling meetings. You must be fully registered before you can set up business meetings with relevant partners.

Confirm your registration today and participate in EMTC2011. The European Medical Travel Conference will only be in Spain in 2011, so do not miss this opportunity.

Register Now

Sponsors and Partners



[Click here to see the companies](#) that have already registered for EMTC2011. The number does not reflect the actual number of participants, as many companies register far more than one participant in order to get the maximum out of the meetings and the conference. Be sure to obtain your access details for the scheduling system. The opportunities for partnering with other organizations are tremendous.

There is still time to [register as an exhibitor](#). Check the areas available, as we have extended the space due to the growing interest. Our organizational team, with their extensive experience, are ready to perform last minute magic to ensure your wishes are met and to help you to promote your business.

The European issues on medical travel are reflected in the conference format

Again, we remind you of the EU directive on patient mobility and its affect on future developments in our industry. At EMTC2011, you will be able to benefit from the knowledge of the leading experts in this field.

Who will be on the EU panel?



Dr. Boi Ruiz holds a PhD in Medicine and Surgery from the University of Barcelona, as well as a diploma in Hospital Management from the School of Management and Administration of Barcelona (EADA). He has been president of Unió Catalana d'Hospitals, member of the Board of Directors of Foment del Treball Nacional, Chairman of Hospital Residència Sant Camil Foundation, President of the Executive Committee of Althaia Foundation and member of CatSalut's Board of Directors.

He has extensive experience as Professor in health economics and health business management at institutions such as UAB, Doctor Robert Foundation, University of Barcelona, Open University of Catalonia, ESADE, EADA, and UIC. As the director of the health sector's consulting Know-How Advisers, he has been responsible for multiple advisory works on improvements in the health sector at an international level, some promoted by the World Health Organization (WHO).

Ruiz was appointed **Minister for Health of the Government of Catalonia** in December 2010, the most senior post in healthcare in Catalonia, responsible for ensuring the highest standards for national and international health.

Wolfgang Sobotka, Minister for Health of the Region of Lower Austria, has been a provincial councillor of Lower Austria since April 1998 and member of the regional government of Lower Austria for finance, the environment and regional development. Until the beginning of 2005, he was responsible for the portfolios of finance, land-use zoning and environment during the second governmental term. Following a redistribution of portfolios, he is now provincial councillor for finance, housing development, communities and for the hospital sector. He is also responsible for the chairing functions of the Lower Austrian Health and Social Fund (NÖGUS). Since February 2009, Sobotka has held the post of Vice-Governor of Lower Austria.

The Experts and Panelists on EU cross-



border health care

Maria Iglesia Gómez, Head of the Strategy and Analysis Unit at DG SANCO and leading the team responsible for assisting the Director General for the development of political priorities in the policy areas of Health and Consumers, is attending the EMTC2011 as a speaker in the Workshop on Telemedicine. She will present the topic: [EU Directive and Telemedicine](#). Expert in the EU minister panel. [Read more about her](#)

Willy Palm, from the [European Observatory on Health Systems and Policies](#), will participate in the EU workshop on 29 April "A legal framework for cross-border healthcare in Europe". Expert in the EU minister panel. [More about Willy Palm](#)

Dr. Magdalene Rosenmöller, PhD, MD, MBA, professor at [IESE Business School \(Barcelona\)](#), teaches health sector management in the MBA and executive education programs at IESE. Frequently serving as an expert on different assignments for the European Commission (health research and health policy) and the European Parliament, she has extensive experience in European health policy and health research issues. She will moderate and speak at the EU workshop at the conference. Expert in the EU minister panel. [More about her](#)

Dr. Constantin Constantinides directs [healthCare cybernetics](#), a think tank that provides applied analysis and strategic thinking. In contrast to the hype that "goes globally" and seems to dominate networks and portals, he is pragmatic, always looking for what makes sense. His presentation "Regarding "Europe" as a Destination" will be part of the EU workshop on 29 April. [More about Constantin](#)

Paul Vincke is **President of the European Healthcare Fraud and Corruption Network** (EHFCN aisbl) and will be presenting at the EU workshop on 29 April. His European-wide activities have been responsible for saving large sums of money relating to European healthcare systems. As a result of international cooperation with US and Canadian partner organizations, he has helped to build and promote transparency of business models in international healthcare. The EU Directive will provide new opportunities in this area. [Read more](#)

Joan Prat I Cornet is the moderator and keynote speaker for the Telemedicine workshop (see the agenda for day two). As the EU proceeds with its directive on patient mobility, turning the whole of Europe into a melting point of cross-border telemedical solutions, case management platforms and e-health, the ongoing projects and plans are of utmost interest to everyone. Having worked at the EU in Brussels since 1988, Joan Prat I Cornet brings a wealth of experience to the discussions. In January 2007 he was appointed CEO of the Ticsalut Foundation. [More about Joan Prat I Cornet](#)

EMTC2011: Connecting people to health solutions

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