



İstanbul :

25.03.2019

Sayı

Our Reference : 1185

Konu

Subject : 2. Sağlık – Turizm Konferans ve Fuarı, 18 – 20 Haziran 2019, Erdebil, İran Hk.

SİRKÜLER No: 198 / 2019

**İlgi:** Türkiye Odalar ve Borsalar Birliği (TOBB) 'nin 20.03.2019 tarihli ve 2928 sayılı yazısı ve eki.

Sayın Üyemiz,

İlgi yazı ile, Ekonomik İşbirliği Teşkilatı (EİT – Economic Cooperation Organization - ECO) **2. Sağlık – Turizm Konferans ve Fuarı'nın (2<sup>nd</sup> ECO Confobition), 18 – 20 Haziran 2019** tarihlerinde, **İran'ın Erdebil şehrinde** gerçekleştirileceği bildirilmektedir.

Bahse konu etkinlik kapsamında yer alan konferans oturumlarında; SPA ve dinlenme yerleri, sağlık turizmi pazarlaması, markalaştırma ve sosyal medya, kültürler arası etkileşim, insan kaynakları gelişimi ve eğitimi, kamu-özel sektör işbirliği ve sağlık turizmi yatırımı gibi konulara yer verileceği belirtilmektedir.

Söz konusu etkinliğe ilişkin detaylı bilgi için EİT Ticaret ve Sanayi Odası ([ecocci@tobb.org.tr](mailto:ecocci@tobb.org.tr)) ve İran Ticaret Sanayiler Madenler ve Tarım Odası ([ecochamber@gmail.com](mailto:ecochamber@gmail.com)) ile irtibata geçilmesi gerektiği hususu ifade edilmekte olup, **son başvuru tarihinin 10 Mayıs 2019** olduğu bildirilmektedir.

Bilgilerinizi arz/rica ederim.

Saygılarımla,

İsmet SALİHOĞLU  
Genel Sekreter**EKLER:**

Ek-1: İlgi yazı ve eki.

**DAĞITIM****Gereği:**

-Tüm Üyelerimiz (Web Sayfasında)

Ayrıntılı bilgi: Gözde TÜRKES, Dış İlişkiler Sorumlusu Telefon:252 0130-456 E-mail:gozde.turkes@denizticaretodasi.org.tr



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Tel : +90 (212) 252 01 30 (Pbx) Faks : +90 (212) 293 79 35  
Web : [www.denizticaretodasi.org.tr](http://www.denizticaretodasi.org.tr) E-mail : [iletisim@denizticaretodasi.org.tr](mailto:iletisim@denizticaretodasi.org.tr)  
Web : [www.nacmb.rozestirapings.org.tr](http://www.nacmb.rozestirapings.org.tr) E-mail : [contact@chamberofshipping.org.tr](mailto:contact@chamberofshipping.org.tr)





**TOBB**  
**TÜRKİYE**  
**ODALAR VE BORSALAR**  
**BİRLİĞİ**

Tüm Oda ve Borsalar Genel Sekreterlikleri

Tarih : 20.03.2019  
Sayı : 34221550-720- 2928  
Konu : İran Sağlık Turizmi Konferans ve Fuarı 18-20 Haziran 2019

İlgi : İran Ticaret Sanayiler Madenler ve Tarım Odası'nın 11.03.2019 tarih ve I/34/645 sayılı yazısı.

İlgide kayıtlı yazıda, Ekonomik İşbirliği Teşkilatı (EİT – İngilizcesi ECO) 2. Sağlık-Turizm Konferans ve Fuarı'nın (2<sup>nd</sup> ECO Confobition) 18-20 Haziran 2019 tarihlerinde, İran'ın Erdebil şehrinde düzenleneceği bildirilmektedir.

Konferans oturumlarında aşağıdaki konulara yer verileceği belirtilmektedir:

- SPA ve dinlenme yerleri
- Sağlık turizmi pazarlaması, markalaştırma ve sosyal medya
- Kültürler arası etkileşim
- İnsan kaynakları gelişimi ve eğitimi
- Kamu-özel sektör işbirliği ve sağlık turizmi yatırımı

Konuyla ilgili detaylı bilgi için EİT Ticaret ve Sanayi Odası (ecocci@tobb.org.tr) ve İran Ticaret Sanayiler Madenler ve Tarım Odası ile irtibata geçilmesi (ecochamber@gmail.com ) tavsiye edilmektedir. Son başvuru tarihi 10 Mayıs 2019'dur.

Bilgilerinizi ve konunun ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-imza*

Ali Emre YURDAKUL  
Genel Sekreter Yardımcısı

EKLER:

- 1- Ardabil\_Information Note. March 12 (12 sayfa)
- 2- Visa Form (1 sayfa)

**Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.**



Evrakı Doğrulamak İçin : <http://belgedogrula.tobb.org.tr/dogrula.aspx?V=BENUK3V8>

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E-Posta : [info@tobb.org.tr](mailto:info@tobb.org.tr) • Web : [www.tobb.org.tr](http://www.tobb.org.tr)

Ayrıntılı bilgi için : Kaan GAFFAROĞLU Tel : 03122182220

E-Posta : [kaan.gaffaroglu@tobb.org.tr](mailto:kaan.gaffaroglu@tobb.org.tr)

Birliğimizde  
ISO 9001:2015  
Kalite Yönetim  
Sistemi  
uygulanmaktadır



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**2<sup>nd</sup> ECO Health Tourism Confobition**  
**(Conference + Exhibition)**  
&  
***ECO-NGO and Tourism Agencies Meeting***

*Information Note*

*Ardabil Province, Islamic Republic of Iran*

*June 18-20, 2019*





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## **Introduction:**

Following the approval of the ECO calendar of 2019 events, at the 29th meeting of the Regional Planning Council (in Tehran, Iran, December 17 -20, 2018) and the 11th ECO Tourism Committee (in Tashkent, Uzbekistan, December 12, 2018), the 2nd ECO Health Tourism Confobition will be held in Ardabil, Iran.

### **1. VENUE**

University of Mohaghegh Ardabili

Website: <http://uma.ac.ir>

Tel: +98 045 31505005

### **2. OFFICIAL OPENING**

The official opening for the ECO Confobition will take place at 09:30 on Thursday, 18 June 2019. The formal sessions of the meeting will be held daily from 08:30 a.m. to 12:00 a.m. and from 02:00 p.m. to 08:00 p.m.

More information is available at <http://ecosummit.internationalhta.com>

### **3. ABOUT CONFOBITION**

After the successful completion of the ECO Health Tourism Confobition in August 2015, the 2<sup>nd</sup> Edition is planned to be:

- One of the most comprehensive international health tourism Confobitions in the health tourism industry;
- The Largest health tourism event of ECO countries;
- The best meeting point for senior level executives, professionals and specialists of ECO countries and Middle East region in the field of health tourism.

This event has 4 main sections, including:

- B2G sessions with industry leaders and high-level officials in the ECO countries
- B2B meetings
- Health tourism exhibition

2<sup>nd</sup> ECO Health Tourism Confobition (conference + exhibition)

As well as the ECO-NGO and Tourism agencies meeting



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- Workshop for Medical Tourism actors (CFMTA) program In partnership with Iran International Healthcare Association (IHA)

### REASONS FOR ATTENDING THIS CONFERENCE:

- Meet leading healthcare and allied professionals and researchers from ECO countries and exchange ideas with them
- To network with market representatives in an efficient layout
- Possibility to book 9 or 15 business meetings choosing from our extensive list of medical, thermal spa, medical wellness and wellness buyers coming from more than 10 countries
- Excellent business opportunity to boost your international healthcare startup ideas
- learn quality initiatives in health tourism that can be applied in practice
- Find direct access to the key professionals and decision makers of health tourism
- Increase your visibility through health tourism branding and networking at the conference
- Learn and discuss key news and challenges with senior level speakers



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#### 4. THE CONFERENCE PROGRAM & SESSIONS

##### FIRST DAY June 18, 2019

09.00-09:15	Registration
09:15 – 11:30	Inaugural Ceremony
11:30-12:00	Inauguration of the Exhibition
12:00– 14:00	Prayer and Lunch
14:00-14:30	Adoption of the Agenda
14:30-15:30	<p><b>Session I: Health destination and cluster development:</b></p> <ul style="list-style-type: none"> <li>• “Hotels bridging healthcare,” or H2H: a new international healthcare approach &amp; design</li> <li>• Critical success factors in health tourism cluster Development</li> <li>• Investing in spas resorts &amp; Health and Well-Being Destinations</li> </ul>
15:30-16:30	Exhibitor showcase and B2B Meetings
16:30-18:00	<p><b>Session II: Health Tourism Marketing &amp; Branding:</b></p> <ul style="list-style-type: none"> <li>• Building an Eco healthcare brand</li> <li>• Smartphone apps in the health tourism business</li> <li>• Creating a marketing strategic-operational plan for health tourism destinations &amp; providers</li> </ul>
19:00-20:00	Dinner Reception in honour of participating delegates

##### SECOND DAY June 19, 2019

08:30-10:00	<p><b>Session III: Health Tourism startups &amp; facilitators development &amp; IT</b></p> <ul style="list-style-type: none"> <li>• Launch an online medical tourism startup</li> <li>• Filling the gaps in the medical tourism value chain</li> <li>• Telemedicine, teleconsultation,</li> <li>• Solving the illegal broker's puzzle</li> </ul>
10:00-10:30	Tea- Coffee Break
10:30 -12:30	<p>Exhibitor showcase, B2B Meetings</p> <p>Workshop for Medical Tourism actors (WFMTA)</p>
12:30-14:30	Prayer and Lunch
14:30-15:30	<p><b>Session IV: Cross-Cultural Interaction and health tourism</b></p> <ul style="list-style-type: none"> <li>• The realities of region healthcare</li> <li>• Health Tourism as a Factor for Promoting Diplomacy</li> </ul>
16:00-17:30	Adoption of the Final Resolution and Closing Ceremony

2<sup>nd</sup> ECO Health Tourism Confection (conference + exhibition)

As well as the ECO-NGO and Tourism agencies meeting



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Iranian Cultural Heritage,  
Handicrafts & Tourism  
Organization (ICHTO)

## 5. LOGISTICS AND LANGUAGE

Simultaneous translation will be provided in English and Russian languages. The logistics of the exhibition and the conference is planned and coordinated by Ardabil Chamber of Commerce, Industries, Mines and Agriculture & Iran Chamber of Commerce Industries, Mines and Agriculture.

## 6. DEADLINE FOR CONFIRMATION OF PARTICIPATION

All Participants are required to submit the completed registration form (accessible at <http://www.Ecosummit.internationalhta.com/> ) by May 10th, 2019.

## 7. APPLY FOR SPEECH IN SESSIONS

If you are willing to be considered as a speaker at this is Confobition, please apply by submitting your paper by May 1<sup>st</sup>, 2019.

<http://ecosummit.internationalhta.com>

## 8. CALL FOR PAPERS

Eco-HT 2019: International Conference on Health Tourism is an important platform for the presentation of recent advancements and research findings in the field of health tourism. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the ECO region and other countries. Topics & SUB-topics of interest for submission include, but are not limited to:

### **Health destination and cluster development:**

- “Hotels bridging healthcare,” or H2H: a new international healthcare approach & design
- Critical success factors in health tourism cluster development



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- Investing in spas resorts & health and well-being

### **Health Tourism Marketing & Branding:**

- Building an Eco healthcare brand
- What factors affect the selection of health tourism destinations?
- Creating an operational strategic marketing - plan for health tourism destinations & service providers

### **Health Tourism startups & facilitator's development & IT:**

- launch an online medical tourism startup
- Filling the gaps in the medical tourism value chain
- Telemedicine, teleconsultation,
- Solving the illegal broker's puzzle

### **Cross-Cultural Interaction and health tourism:**

- The realities of ECO region healthcare
- Health tourism as a Factor for Promoting diplomacy

**Deadline for Submission: May 15<sup>th</sup>, 2019**

**Notification of Acceptance: within 7 days after the submission**

**Deadline for Uploading Final Abstract and Full Paper: May 30<sup>th</sup>, 2019**

## **9. WORKSHOP MEETING**

Medical tourism professionals who want to enter international medical tourism business (including insurance agents, healthcare providers, facilitators, brokers, human resource professionals, and hospital and tourism professionals) should receive advanced education and training to improve their competitive advantages globally. Workshop for Medical Tourism actors (WFMTA) is a certification for professionals in the medical tourism industry, provided by Iran International Healthcare Association. This program brings together the core concepts of medical tourism marketing required to work in the medical tourism industry. You will understand the history and evolution of medical tourism along with related marketing concepts.

2<sup>nd</sup> ECO Health Tourism Confobition (conference + exhibition)

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Our  
help

goal is to  
you grow

your health tourism business to an internationally competitive business especially in ECO countries. In order to register for this workshop please refers to:

<http://ecosummit.internationalhta.com>

## 10. SPONSORSHIP, EXHIBITING AND B2B MEETINGS

We invite our industry colleagues to partner with us through sponsorship to showcase your services and network with the industry's key decision makers and budget holders.

The Summit is attended by senior-level executives, leaders and decision makers involved in the following types of organizations:

- Healthcare policymakers and Ministers of ECO countries
- Tourism Ministers of ECO member states
- Members of Iran's Steering Council of Health Tourism (ISCHT):
  - Iranian Cultural Heritage, Handicrafts and Tourism Organization (ICHTO)
  - Ministry of Foreign Affairs, Islamic Republic of Iran
  - Iran Chamber of Commerce, Industries, Mines and Agriculture
  - Ministry of Health, the Islamic Republic of Iran
- Iran International Healthcare Association (IHA) as "acting body" of (IHTC),
- ECO Members, CCI Presidents and Senior Chamber Representatives, Businessmen, High-Level NGO / International Organizations' Representatives, Ambassadors, Trade & Economy Counselors, High-Level Government Representatives
- Private Hospitals club of Iran,
- International clinics
- Medical tourism facilitators & operators
- Travel agents



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- Private medical insurers and brokers
- Consultants and specialists
- International hotels

In order to apply for the sponsorship, exhibiting and B2B Meetings packs please refer to the web site at:

<http://ecosummit.internationalhta.com>

## 11. EXHIBITION STANDS

The exhibition will take place near to the conference venue. All details related to the fair can be found at the Confobition website.

Public or private organizations, companies and providers of health tourism services wishing to book exhibition space are invited to submit their applications, at the following link: <http://ecosummit.internationalhta.com/sponsor-exhibit>.

Any request received after the deadline (May 24th, 2019) will not be considered. Should the number of applications exceed the available space, a selection process will be undertaken.

## 12. EXPECTED ARRIVAL AND DEPARTURE DATES

Delegates are expected to arrive in Ardabil City on 17 June 2019 and depart by the end of meetings on 20 June 2019. All participants are requested to notify their current roaming cell phone numbers to the Organizer before their departure to Ardabil.

## 13. ARRIVALS

A Liaison Officer will receive delegates holding logos of ECO CCI or IIHA arriving at International airport «Imam Khomeini (IKA) » at the arrival lounge who will facilitate their transfer to the City of Ardabil and to the hotel.



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#### 14. ORGANIZING COMMITTEE

Iranian National Committee of ECO Chamber of Commerce and Industry (INC of ECO CCI) (the Coordinator), ECO CCI, Ardabil Chamber of Commerce, Industries, Mines and Agriculture (the Organizer 1) & International healthcare association (IHA) (the organizer 2).



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## HOSPITALITY PACKAGE

### Flight & Accommodation:

The organizer will bear the cost of the flight (up to \$1500) and accommodation for 3 nights during the event in Ardabil for Ministers (Health or Tourism) and also accommodation of two accompanying persons, who are active in health tourism.

The organizer will bear the cost of the flight (up to \$900) for one participant and the cost of accommodation for 3 persons active in the field of health tourism from each ECO Member States as follow:

- One from Private active tourism sector
- One from Hospital or related sector
- One from the Tourism Agency

### Visa:

The organizer is going to provide participants with visa support. (See: Attachment Visa Form)

### Hotel:

-Delegations will stay at Laleh International Hotel Sarein; Ardabil

Tell: 009845-32222750-6

Fax: 009845-32222322

Telegram: @laleh2hotelsarein

Instagram: laleh.hotel.sarein

Website: <http://sareyn.lalehhotels.com/index/index/lang/en>

To book a hotel you can also refer to our website:

<http://ecosummit.internationalhta.com>

The rate for a single room is currently about the US \$ 25

## 15. TRANSPORTATION TO AND FROM THE AIRPORT

Arrangements for transportation to and from the airport will be made for those participants who will convey confirmed date and time of arrival to the mentioned contact person from the Ardabil Chamber of Commerce, Industries, Mines and Agriculture and Iran Chamber of Commerce, Industries, Mines and Agriculture.

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#### 16. MEALS

The organizer is going to provide participants with meals in the venue of the meetings during the meeting days on 18 – 20 June, 2019.

#### 17. REGISTRATION AND BADGES

All participants are required to register at the venue of the Meetings in accordance with the Programme provided in due course. The identification badges will be issued to all registered delegates by the host authority. All participants are kindly required to wear their badges at all times during the meetings in Ardabil.

#### 18. THE LANGUAGE OF THE PROCEEDINGS

The Meeting deliberations will be held in English. Simultaneous translation from English and Russian and vice versa will be provided. Delegations can bring their own local language translators. Organizers will provide systems for the simultaneous translation.

#### 19. Currency Rate

The official currency is Iranian Rials (IRR) Euro, American Dollar (USD) could be exchanged into IRR. 1 USD equals around 120000 IRR in the hotel and 1 Euro equals around 130000 IRR now and it may be changed at the time you will travel to Iran.

#### 20. WEATHER

Expect **25°C daytime maximum temperatures** in the shade with on average **10 hours of sunshine per day** in Ardabil in June.



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## 21. MEDICAL FACILITIES

In case of emergency, first medical aid will be provided by the Organizer.

### Contact Persons

- **ECO CCI Secretariat**

Secretary General, Mr. Adem KULA

(E-mails: [ecocci@tobb.org.tr](mailto:ecocci@tobb.org.tr), [adem.kula@tobb.org.tr](mailto:adem.kula@tobb.org.tr) Tel: +90 531 291 9014 , +90 533 741 9279)

- **TOBB**

Mr. Kaan GAFFAROĞLU; [kaan.gaffaroglu@tobb.org.tr](mailto:kaan.gaffaroglu@tobb.org.tr); whatsapp: +90 505 738 38 46

- **Iran Chamber of Commerce Industries Mines and Agriculture (Coordinator)**

Mr.Mehdi razaghshoar : [ecochamber@gmail.com](mailto:ecochamber@gmail.com) . Cell Number and WhatsApp:  
+989128306123

Mrs. Elahe masoomzadeh : [ecochamber@gmail.com](mailto:ecochamber@gmail.com) . Cell Number and WhatsApp:  
+989123644459

- **Ardabil Chamber of Commerce Industries Mines and Agriculture (The Organizer 1)**

Mr. Hoseyn Vosuqiirani;\_Secretary General Ardabil CCI: [hoseynvosuq@yahoo.com](mailto:hoseynvosuq@yahoo.com). Cell

For registration it would be highly appreciated to send the below visa form and clear scan of passport as well as your C.V to [ecochamber@gmail.com](mailto:ecochamber@gmail.com)

<b>Name and surname</b>	
<b>Sex</b>	
<b>Marital status</b>	
<b>Father`s name</b>	
<b>Date of birth</b>	
<b>Place of birth</b>	
<b>Nationality</b>	
<b>Previous nationality</b>	
<b>Grandfather`s name(only for Arab Citizens)</b>	
<b>Passport type</b>	
<b>Passport No.</b>	
<b>Date of Issue</b>	
<b>Place of Issue</b>	
<b>Expiry date</b>	
<b>Occupation and position</b>	
<b>Company/organization activity</b>	
<b>Visa type</b>	
<b>Visa issuance place</b>	
<b>No. pf previous visits to Iran</b>	
<b>Duration of stay in Iran</b>	
<b>Last date of entry to Iran</b>	