

STUDY TOUR TO POLAND FOR FOREIGN COMPANIES REPRESENTING MEDICAL TOURISM SECTOR

ABOUT THE PROJECT – PROMOTION OF POLISH MEDICAL TOURISM

Medical tourism has become one of the priorities of the Polish export policy for 2012 – 2015. The main advantages of our medical services are: easy access to experts of highest standards as well as high quality services at lower costs than in Europe. The costs of medical treatment in Poland are lower even up to 80% in relation to Great Britain, Germany and the US.

The promotional program of the Polish medical tourism started in April 2012 and will last for 36 months. The campaign focuses on the following markets: Denmark, Sweden, Norway, Germany, Russia, UK and USA.

The following activities are planned in the promotional campaign:

- participation of representatives of the Polish medical centers in international conferences and exhibitions;
- organization of trade missions to Denmark, Sweden, Norway, Germany, Russia, Britain, USA;
- organization of trade missions and study tours for foreign journalists and foreign companies to Poland;
- organization of trainings for representatives of medical companies;
- organization of business meetings and match-making sessions with companies, associations, institutions;
- production of co-branded information and promotional materials for the medical sector as the industry strategy, the film, the sectoral catalogues and brochures, the on-line portal;

THE ORGANIZER

The promotional activities of medical tourism project are implemented by the consortium consisting of PAIIZ (Polish Information and Foreign Investment Agency), EuCP (European Center for Enterprise) and Ameds Center. PAIIZ is responsible for organization of international conferences, exhibitions and media study visits to Poland. Ameds recruits candidates to participate in international events and training as well as for the publication of informational and promotional materials; EuCP is responsible for contacts with the Ministry and the settlement of the project.

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