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INTERNATIONAL MEDICAL TOURISM CONFERENCE 2025



Unlocking Borneo as the Next Medical Tourism Frontier

11 & 12 November 2025
Imperial Hotel Kuching, Sarawak





Sarawak, a stunning jewel nestled on the island of Borneo, is quickly becoming one of Asia's most sought-after destinations for medical tourism. With its unparalleled natural beauty, modern healthcare infrastructure, and world-class medical professionals, this tropical paradise is uniquely poised to offer more than just relaxation it's a place where cutting-edge healthcare meets serenity.

The rise of medical tourism in Sarawak is a result of its perfect blend of world-class medical services and a peaceful, healing environment. From advanced procedures in oncology, orthopedics, and cosmetic surgery to wellness therapies, Sarawak offers high-quality treatments at a fraction of the cost found in many developed nations. Beyond medical care, the state's scenic landscapes, rich cultural heritage, and luxurious accommodations offer visitors the ultimate healing experience - both physically and mentally.



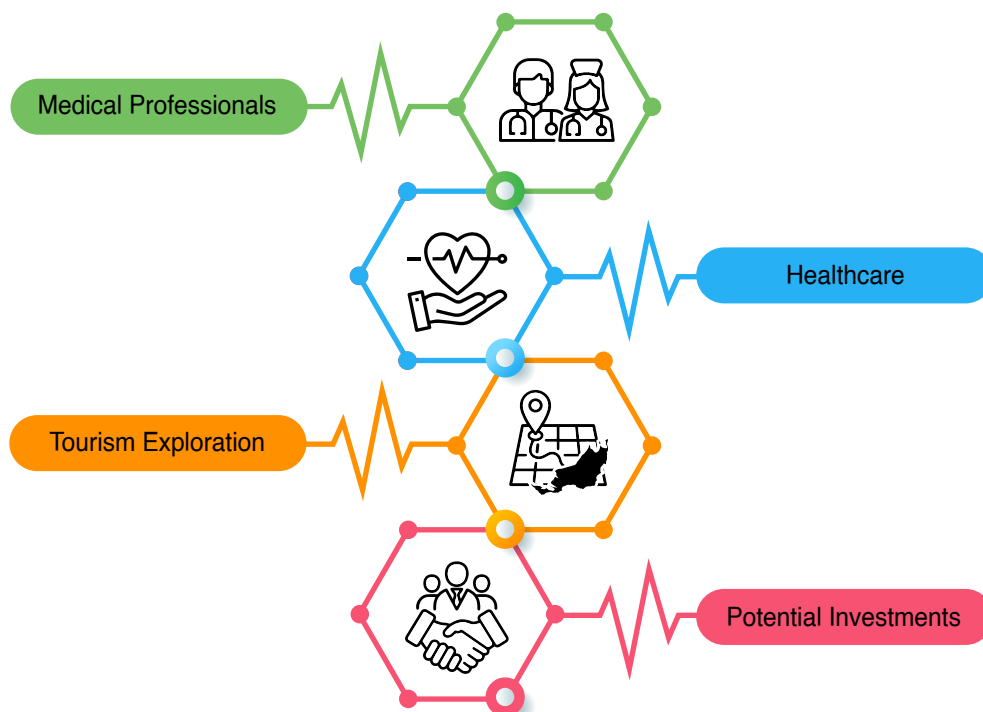
**Deer Cave, Mulu,
Sarawak**



WHY SHOULD YOU PARTICIPATE?

This conference offers a unique opportunity for medical professionals, healthcare administrators, tourism operators, and investors to explore the growing potential of Sarawak's medical tourism sector. Whether you're seeking new partnerships, cutting-edge insights, or exploring investment opportunities in one of Asia's most exciting emerging markets, this conference is the gateway to understanding the future of medical tourism in this stunning region.

You'll hear from leading experts in the medical tourism industry, discover best practices from top healthcare providers, and gain valuable insights into the latest trends shaping this dynamic field. It's also an opportunity to network with key stakeholders in the healthcare, tourism, and business sectors, helping you forge relationships that could open doors to new business ventures, partnerships, and international collaboration.



JOIN US IN SARAWAK AND BE AT THE FOREFRONT OF A NEW WAVE IN MEDICAL TOURISM

By attending this conference, you'll gain a deeper understanding of why Sarawak is becoming a medical tourism hub and how it can benefit your business or practice. Don't miss your chance to be part of a transformative industry in a truly unique destination.

This is your invitation to experience the convergence of health and tourism, all set in the heart of paradise. We look forward to welcoming you to Sarawak - where healing meets adventure, and opportunities await.

Sign up today!

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- 8:30 am Registration
- 9:00 am **PHARMACEUTICAL INNOVATION IN CROSS-BORDER PATIENT CARE**
- ◆ Role of drug access in global healthcare journeys
 - ◆ Managing cold-chain logistics for traveling patients
 - ◆ Regulatory alignment for prescription meds across borders
 - ◆ Ensuring safe and timely continuity of medication post-treatment
- *Dr. Vibhav Garg
Director - Government Affairs Strategy (India, India Hub & ASEAN)
Boston Scientific
- 10:00 am Coffee Break
- 10:30 am **MEDICAL TOURISM FINANCING: FUNDING OPTIONS FOR PATIENTS**
- ◆ The rise of crowdfunding for medical procedures
 - ◆ Payment plans and credit options for medical tourists
 - ◆ Role of financial institution in supporting medical tourism
- *Shankar Ram
Executive VP & Global Head Strategy & Partnerships
Mastercard
- 11:15 am **MARKETING AND BRANDING FOR MEDICAL TOURISM DESTINATIONS**
- ◆ Creating a compelling value proposition targeting international patients through digital platforms
 - ◆ Building partnerships with international insurance providers
 - ◆ Utilizing patient testimonials and case studies for marketing
- *Dato' Dr. Mohamed Ali Abu Bakar
Chairman
Global Doctors Group
- 12:00 pm Lunch Break

1:30 pm **INTEGRATIVE WELLNESS & PREVENTIVE HEALTH AS EXPORTABLE SERVICES**

- ◆ Packaging traditional & modern health systems for export
- ◆ Rise of wellness retreats and post-treatment recovery tourism
- ◆ Nutrition, mental health & lifestyle coaching in health packages
- ◆ Certifying and standardizing wellness services internationally

*Dr. Chaiyaporn Wattanasiri
Director, TAT Medical Tourism Project
Tourism Authority of Thailand

2:15 pm **THE ECONOMICS OF WELLNESS AND PREVENTIVE TOURISM**

- ◆ ROI of early intervention and wellness packages
- ◆ Cost breakdown of retreat-based vs clinical care
- ◆ Bundled pricing models for medical-wellness hybrids
- ◆ Economic benefits to host countries from wellness travelers

*Dr. Prem Jagyasi
Founder, Dr. Prem & Associates (India/UAE)

3:15 pm **FIRESIDE CHAT WITH MR. KHAIRY JAMALUDDIN, FORMER HEALTH MINISTER OF MALAYSIA**
Future-Proofing Healthcare: Innovation, Accessibility & Trust in Cross-Border Medical Tourism

4:00 pm Coffee Break

End Day 2

