

# PROGRAM

**Tuesday**

**24 May 2011**

02:00-08:00pm Registration

02:00pm Workshop "ESPA Academy"

05:00pm Board meeting (on separate invitation)

08:00pm Visit of the hotel spa

08:30pm Get-together

**Wednesday**

**25 May 2011**

08:00-12:00am Registration

09:00-10:00am • **Opening of the 16th Annual ESPA Congress**  
'Health prevention and medical wellness'

• **Welcome by**

• Dr. Sigrun Lang, *ESPA President*

• Prof. Dr. Zeki Karagülle, *TURKSPA President*

• **Flag parade of the participating countries**

• **Opening addresses by**

• Dr. Sigrun Lang, *ESPA President*

10:00-10:45pm **Presentation of Turkey I**

• İbrahim Yazar, *Ministry of Culture and Tourism, Directory General for Promotion, Vice General Director (TR)*

• Dr. Dursun Aydın, *Ministry of Health, Health Tourism Coordinator (TR)*

# PROGRAM

•Yaşar Bahçeci, *President, Municipalities with Geothermal Resources (TR)*

10:45-11:15am Coffee break

11:15-12:00am **Presentation of Turkey II**

•Turabi Çelebi, *Balcova Thermal Treatment Center, General Manager (TR)*

•Assoc. Prof. Dr. Mine Karagülle, *Istanbul Medical Faculty (TR)*

12:00am-01:30pm Congress part I

**'Health Prevention and medical wellness'**

• **From the viewpoint of medicine**

Lectures by

•Prof. Dr. Zeki Karagülle, *TURKAP President, Istanbul Medical Faculty (TR)*

•Prof. Dr. Christoph Gutenbrunner, *Hannover Medical School (D)*

• **From the viewpoint of guests**

Lecture by

•Zerrin Ekşioğlu, *Aksigorta Communication and Marketing Vice Manager (TR)*

01:30pm Opening of the "Spa Market Place" by ESPA President  
Dr. Sigrun Lang

01:30-02:30pm Lunch

02:30-04:30pm Congress part II

**'Health prevention and medical wellness'**

# PROGRAM

- **From the viewpoint of service providers** –Spa hotels, sport and fitness facilities, prevention, exercise and anti-stress services in prevention and rehabilitation clinics, medical check-up and training services during holidays

Lecture by

•MuDr. Martin Plachy, *Czech SPA Association, Vice President Prague (CZ)*

- **From the viewpoint of health insurance - companies**

Remuneration, strict separation between medicine and wellness, prospects for the coming years

Lecture by

•Thomas Schlicht, *Techniker Krankenkasse (D)*

- **From the viewpoint of tour operators** –

Trends, successful services, target groups, costs, prospects (including for investors)

Lecture by

•Claudia Wagner, *FIT-Reisen, Managing Director (D)*

04:30-05:00pm Coffee break

05:00–06:00pm Best practices from different ESPA members

•Reiner Wieben, *Dansk Kur, Spa & Wellness, Member of Board (DK)*

•Ejner Sonniksen, *Dansk Kur, Spa & Wellness, President (DK)*

•Maret Sukles, *Estonian SPAs Association, Representer (EE)*

•Dr. Aral Hakgüder, *Physical Medicine and Rehabilitation Specialist, Balcova Thermal (TR)*

•Dr. Behi Bouakez, *Harmonia Group (TN)*

08:00pm Dinner and The Sema Performance; Night of the Whirling Dervishes

# PROGRAM

Thursday

26 May 2011

9:30–11:30am

Congress part III

'Source markets for spas and health resorts in Europe for prevention and medical wellness –

Analysis of target groups, potential, clients' expectations, marketing, promotion'

Lectures by

- Camille Hoheb, *Global Spa and Wellness Tourism and Corporate Health Consultant (USA)* - North America
- Sigmar B. Hauksson, *Spa City Reykjavik, Project Manager (ISL)* - Scandinavia
- Jurgita Kazlauskienė, *Lithuanian Resorts Association, Director (LT)* - Russia
- Arzu Yüngül, *ANFAS Fair Director (TR)* - Near and Middle East, Gulf Area

11:30–12:00am

Coffee break

12:00am–01:00pm

How can ESPA contribute?

Within the EU, in new source markets, gaining partners for promotional activities and sales, marketing tools, more effective networking, additional events, ESPA Academy

Lecture by

- João Pinto Barbosa, *ATP Secretary General (P)*

01:00–02:00pm

Lunch

02:00–04:00pm

General Assembly (for appointed ESPA delegates)

# PROGRAM

04:00-04:30pm Coffee break

04:30-05:30pm Closing plenary  
'Long term strategy for European spas and health resorts'

- **Medical aspects:** Dr. Janka Zálešáková, *ESPA Vice - President (SK)*
- **General aspects:** Dr. Sigrun Lang, *ESPA President*
- **Presentation of the place of the 17th ESPA - Congress 2012**

08:00pm Gala dinner with programme

**Friday**

**27 May 2011**

Departure or  
- three days (2 overnights) excursion to Cappadocia

[www.espa-ehv.com](http://www.espa-ehv.com)  
[www.spa-turkey.com](http://www.spa-turkey.com)