

DRAFT AGENDA

"HEALTH TOURISM: AN OPPORTUNITY FOR SUSTAINABLE DEVELOPMENT"

OCTOBER 15th-16th, 2018

In February 2017, the Programma Mattone Internazionale Salute (ProMis), the National Program for Internationalization of Regional Health System of the Italian Ministry of Health, presented the first version of the Position Paper on health tourism, which represents a first shared approach to the recommendations expressed by the European Committee of Regions on "Age Friendly" tourism.

"Age-friendly" tourism is an example of an innovative tourist offer that strives to meet the health needs of the entire "traveling" population, with an integrated and cross-sector approach that involves various organizations operating in sectors such as health care, accessibility and transport.

The Committee of the Regions stresses the importance of local and regional authorities in the coordination of multi-sectoral policies such as transport, healthcare, social assistance, urban planning and rural development in relation to the promotion of mobility, security, accessibility of services, including health care and social services.

The aim of the workshop is to explore the willingness of stakeholders to participate in a systemic action in the field of "healthy" tourism, and to identify priority implementation areas that offer opportunities to take advantage of validated experiences in regional, national and international contexts.

This is to take advantage of the opportunity highlighted by the Committee of the Regions, to align the European Structural and Investment Funds (ESIF) to the development of tourism after assessing the needs of local and regional authorities.

To this end, the workshop will also provide a description of initiatives to promote age-friendly and healthy tourism, in an effort to stimulate twinning activities between the EIP on AHA Reference Sites, and strengthen the partnerships between RS and AG.

October 15th, 2018

Chair: Jean Bousquet

14:30. Institutional Greetings

14.45 The shared vision of the ProMis GdL on Health Tourism: towards a consensus document. Antonio Maritati. ProMis National Coordinator

15.00 An inclusive tourism for an inclusive society: the opportunity for sustainable development. Anne Sophie Parent. Age Platform Europe.

15.15 The opportunities for collaboration offered by the "Smart Healthy Age-Friendly Environments" thematic network (SHAFE). Carina Dantas, Caritas Coimbra.

15.30- 16.30. Round table.

Transferable elements emerging from the good practices in health tourism.

Chair: Henning Andersen.

The HoNCAB experience for a network of hospitals in the provision of cross-border health services: transferable elements to health tourism. Leopoldo Comisso, Friuli Venezia Giulia.

Social and inclusive tourism on the beach: the Veneto experience. Carlo Bramezza, ULSS 4 Eastern Veneto

The "Juncta Card" as a tool to support the enhancement of services for the older adults: the experience of Andalusia. Ana Maria Cariazo, Juncta de Andalusia.

The Occitanie experience for thermal tourism. Jean Bousquet, MACVIA- France.

Gastrological approach to malnutrition: the example of the Reference Site Medical Delta, Rotterdam. Edwig Goossens, Gastrology.

16.30 Conclusions

October 16th, 2018

Chair: TBD

9.30 The opportunity for healthy tourism in the context of the silver economy and the digital single market: projects blending and funds complementation. Loukianos Gatzoulis, DG Sante.

9.45 Wellbeing and tourism: the challenges for the Italian Health System. Maria Donata Bellentani, Italian Ministry of Health.

10.00 The strengthening of health services as an element of sustainable development and tourist attraction. (TBC). Italian Ministry of Tourism.

10.15 The digital transformation of health. Nicole Denjoy, Cocir.

10.30 The social commitment of the bank sector: examples from the Campania. Mauro Ascione, Banca di Credito Cooperativo

10.45 How to use EIB and EFSI funding: support platforms and technical assistance for Health investments. Maria Elena Perretti, Cassa Depositi e Prestiti.

11.00 Discussion

11.15-12.15 Round table

The synergies between the industrial sectors for the development of services aimed at health tourism.

Chair: Maddalena Illario

- Federterme
- Federalberghi
- Italian Chefs Federation
- SIB
- Unione Industriali - Health Sector
- ACEN

12.15 Closing remarks