

16.3.2009

Dear all,

In spite of the economic recession and downturn of the markets we are now in the lucky position to be able to reduce the price for a congress ticket! Due to generous recent sponsoring we are able to pass these cost savings on to potential participants. We are announcing a reduction of 50% on a delegate ticket. Thanks to our main sponsor Al Raya, we are opening the doors to all those who have budget and travel restrictions these days. Those who have paid already are allowed to bring one friend or business partner for free (!).

We think that this is more than what you can expect in the current financial and economic crisis. Lets grow together further and explore the possible cooperations, resource sharing potential and new ideas.

Once more it should be clearly explained: what we offer is far more than what you would expect when visiting a traditional congress.

Instead of:

- Listening to somebody who wants just to sell his business to you:
- **Discuss and challenge the experts who analyze the situation critically and use their consultancy expertise to work with you on your special idea, your special concept to pave the ways for survival**

Instead of:

- Exchanging nice business cards, engaging in small talk about how you like each other`s ideas and promising to cooperate in the future, which never happens:
- **Accept being counseled by us with regard to who you should meet and then talk to them well prepared with the goal of starting a business relationship**

Instead of:

- Sitting passively around and admiring the collection of experts and their high leveled, sophisticated messages:
- **Become a spontaneous speaker on your situation, explain the problems, call for solutions and realize your new ideas by speaking in the ARENA. This forum is open to everyone. You just stand up, take the microphone and the audience is yours. It is a kind of a Speaker`s Corner.**

Instead of:

- Leaving a presentation with more questions in mind than before:
- **Visit a LEARNSHOP! This format is a “qualifier workshop” bringing to you the skills of how to transfer a certain knowledge into action and take the fruits of it for your plans and for your career. In times of downturns it is the right time anyway to improve your qualification and skills. Your career will benefit from it and you will be better prepared for the future than any others.**

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Note: there is also the option to buy a one day ticket for a LEARNSHOP in case you are interested in that only.

We think these are reasons enough to see the difference between the congress organized by us and the congresses you are used to visit. The community includes many deciders on projects in international healthcare and on medical tourism. What you will get back depends on what you invest in this community in the currency of ideas.

See you in Budapest!

Salah Atamna, CEO Europe Health