



ARENA - the 2B ornot 2B challenge

2nd European Congress on Health Tourism — 1. to 3. April 2009 in Budapest

The 2 DAY investor speed briefing and decision making for business proposals

The **globalization of health care** leads to increasing investments made in the health care infrastructure.

While countries of the West are facing the needs of restructuring their health systems and renovating their hospital buildings, many projects are set up and under rollout in the countries of the **EMEEA belt and Far East as well.**

Also medical tourism is exerting **change and quality pressure** on established processes and health care delivery providers. Further revolutionary innovations in treatment procedures like the upcoming endoscopic minimal invasive surgery will bring enormous benefits for patients as well for **those who make it happen: investors.**

The countries in the EMEEA belt face the situation that they want to make their homelands independent of the need for medical travel on one hand, but in the same way the need knowledge transfer and sustainable support to make their visions happen.

In summary the chances for long term cooperation and **well protected investments** by governmental interests are very good.

This situations brings up **new thinkers and innovators in health care** who sometimes with a simple idea, which is thought over and carefully worked out, can provide the investor with a lever for safe results.

Since we have to be very critical and serious about major investments, the **2nd European Congress on Health Tourism provides now a new platform** where investors, experts and innovators can look at the options and decide which tracks to follow.

We expect that the the two DAY investor briefing during the congress will also **set a good indicator** for the industry, which direction it wants to take.

In this way we want to encourage all innovators to **present business proposals** and discuss it with experts and investors from all over the world.

▷ **Just make yourself visible.**

▷ How to apply for the ARENA as an investor?

No specific application is needed, just register online a minimum 2 day congress package at www.congress-echt.com and let us know by mail that you **want to visit the ARENA as an investor.** In case you want to attend the pre-conference LEARNSHOP on *Investments*, then also see the specifications at the website.

▷ How to apply as a presenter ?

Download the application form from the website and let us know in advance:

- General short description which industries are touched by your business concept
- The investment volume you are asking for
- The ROI and of break even details
- The country/region(s) where the investments should go

▷ Register for a 2 day congress package and pay the ARENA presenter fee of 150 €.

We do not need the presentation and the essentials of your concept before the congress starts and want to protect with this policy that your idea is delivered only for the ARENA forum and to the audience of the congress event exclusively.

▷ How does it work?

There will be around 40 speaker slots, moderated by a skilled consultant and brought to the interactive attention of the ARENA audience: experts and investors. At the end of each session a vote is given for the proposal and individual talks can start right after in the B2B area.

▷ More questions for details?

Ask the Chairman Dr. U. Klein:
info@congress-echt.com