

# MOLDOVA TOURISM FORUM

## 7<sup>TH</sup> GLOBAL HEALTHCARE TRAVEL FORUM

25-28 SEPTEMBER, PALACE OF THE REPUBLIC, CHIȘINĂU



# Global Healthcare Travel Forum Moldova 2025

The Republic of Moldova stands at a defining moment in its economic transformation and strategic repositioning on the international stage. In this context, medical tourism has emerged as a priority sector for sustainable development, positioned at the intersection of healthcare, innovation, service exports, and economic diplomacy.

The trends of the past decade speak for themselves: healthcare services provided to international patients have generated rapidly growing revenues — from \$10.5 million in 2010 to over \$64 million in 2024, with projections exceeding \$75 million in 2025. The broader economic impact including transportation, accommodation, food services, and recovery tourism — is approaching \$200 million annually. Moreover, Moldova holds the potential to serve a regional market of over \$1.3–1.5 billion USD per year, primarily by leveraging its existing infrastructure and human capital.

A key driver of this rise has been Moldova's growing international leadership within the global medical tourism ecosystem. Since 2024, our country has held the Presidency of the Global Healthcare Travel Council (GHTC) — a global network of 56 member states. This position has significantly enhanced Moldova's visibility on the world stage and strengthened its emerging status as a regional hub for cross-border healthcare.

In September 2025, Moldova will host for the first time the Global Healthcare Travel Forum — a high-level international event bringing together over 100 delegates from more than 50 countries, including, for the first time, participants from Bahrain, Tanzania, and Mauritania.

**The forum will focus on three strategic pillars:**

- Medical innovation and the digital transformation of health services,
- Infrastructure investments and the export of healthcare services,
- Assessing the economic impact of medical tourism in emerging economies.

In parallel, an online international scientific conference will be held under the theme: "Medical Tourism and Global Climatic and Economic Shifts". This represents a significant academic opportunity for universities and research institutions across Moldova. Local researchers are encouraged to submit abstracts and articles, which will be reviewed by a distinguished international panel of over 70 evaluators from 30 countries. These events and strategic roles not only reflect Moldova's potential in this field, but also validate its capacity to spark global dialogue, attract investment, and become an active contributor to future-oriented industries built on knowledge, sustainability, and medical excellence.

In this light, the integration of medical tourism into Moldova's national and international economic strategies is not only a logical step — it is an imperative, vital to unlocking the country's competitive advantages and strengthening its economic and social resilience in both regional and global contexts.

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## Official Program

### Global Healthcare Travel Forum – Moldova 2025

Chișinău, Republic of Moldova September 26–27, 2025

#### September 25, 2025

#### Pre-event

- 10:00 - 21:00** Arrival & hotel transfers, for the international delegation
- 18:00** Welcome Dinner at Cricova winery

#### September 26, 2025

#### Forum Day

- 09:00 - 10:00** Attendees Registration & Welcome Coffee  
**Presenter:** Aura REVENCO
- 10:00 - 10:45** Official opening, National and International Officials
- 10:45 - 11:45** **Panel-1: Smart Health Journeys: Technology at the core of Global Medical Tourism.**  
**Moderator:** Emin Çakmak, Honorary Founding Chairman - GHTC.  
Claudia Mika, CEO, Temos International: *Tech-driven Trust: Patient safety in medical travel.*  
Kristina Kovalchuk, THTC-CIS Coordinator–CIS Region: *Smart Growth in CIS Medical Tourism: Digital Bridges & Cross-Border Strategy.*  
Laila Aljassmi, CEO, Health Beyond Borders, Dubai: *UAE Healthscape: Innovation as a global signature.*  
Corrado Palmas, Smile Dent Team, Senior Advisor to GHTC President: *The role of advanced regulations in protecting the global patient in dentistry by optimizing the safety and effectiveness of dental treatments.*
- 11:45 - 12:45** **Panel-2: Healing Economies: Medical Tourism as a catalyst for National Development.**  
**Moderator:** Natalia Bejan, General Director at Invest Moldova Agency: *Positioning Moldova as a high-value investment destination in health tourism Policies, Partnerships, and Economic Multiplier Effect.*  
Doina Nistor, First Deputy Prime Minister, Ministry of Economic Development and Digitalization.  
Aliona Stratan, First Deputy chairwoman, maib. *Connecting patients and providers worldwide: smart banking for global medical tourism.*



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**Elena Stepanov**, Executive Director, National Inbound and Domestic Tourism Association of Moldova (ANTRIM): *Integrating Wellness, Culture and Local Hospitality into Moldova's Health Tourism Experience.*

**Olga Șchiopu**, General Director, Medpark International Hospital. *Leveraging Medical Excellence as a Strategic Catalyst for Moldova's Economic and Tourism Development.*

### **12:45 - 13:45** Panel-3: Smart Innovations for Targeted Economies: How Artificial Intelligence is Transforming Global Medical Tourism.

Moderator: **Dr. Elena Ovreiu**, Senior Lecturer, University Politehnica of Bucharest, Founder & CEO HealthTech Forum.

**Mohammed Akdağ**, CEO, Enera Consultancy Co: AI-Driven Growth Models in Medical Tourism: *From Predictive Analytics to Intelligent Patient Matching.*

**Zahid Hamid Hussain**, UK, CEO Right Choice Home & Away: *AI-Driven Access and Equity in Global Medical Travel: Bridging Gaps for Underrepresented Patient Populations.*

**Denis Zacon**, Founder of AI Skills, GenAI Expert: *The Generative AI Revolution in Healthcare: How GenAI is Transforming the Future of Global Medical Tourism and Patient Care.*

**13:45 - 15:00** Lunch Break

### **15:00 – 16:00** Panel- 4: Shaping the Future: Global Leaders in Medical Tourism.

Moderator: **Yunus Gurkan**, President-Supervisory Board, GHTC.

**Andrei Revenco**, Founder & Executive Director of Medical Tourism Association of Moldova (MTAM) - *From Clinic to Country Brand: Building Moldova's Global Competitiveness in Medical Tourism Through Industry-Led Alliances. (Smile Dent, Magnum Clinic).*

**Violetta Yanyshavska**, President Ukrainian Association of Medical Tourism, *Reshaping Medical Tourism in Times of Conflict: How the War in Ukraine Redefines Healthcare Resilience and Cross-Border Collaboration.*

**Ahmed Aloraij**, Vice President - GHTC, President of Saudi Health Tourism Association. *Excellence in Infrastructure and Digital Innovation Driving Global Medical Tourism.*

**Michał Dybowski**, Vice President - GHTC, Leader of AI Regulatory Sandboxing GRAI, Ministry of Digital Affairs – Republic of Poland *Digital Governance in Action: Reimagining Medical Tourism with AI.*

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### 16:00 - 17:00 **Panel-5: Sustainable Tourism – From Concept to Reality: Challenges, Solutions, and Future Outlook.**

Moderator: Ana SANDRA, Interim Director, National Tourism Office. *Screening of a video showcasing practical ways to implement sustainable tourism – from environmental protection and community engagement to the responsible use of resources.*

Ana SANDRA, Interim Director, National Tourism Office, *Country Overview: Moldova – A Small Country with a Big Heart.*

Stanisław BRUDNOCH, Executive Director, Human Doc Foundation, *Project: “Eco App for Sustainable Tourism in Moldova”.*

Roxana ȘLEMCO, Director, Regional Center for Northeast Studies, Northeast Regional Development Agency (ADR Nord-Est), Romania, *“Discover Northeast Romania” Through Cultural Experiences in Tourist Destinations – Towards Sustainable Tourism.*

Botond BOROS, Head of Business Intelligence and Digital Solutions, Visit Hungary, *AI Technology in the Development of Tourism in Hungary.*

### 17:00 **PARALLEL EVENT.**

#### Protocol Hall:

GHTC Annual General Assembly

#### Forum Hall:

Diploma Ceremony Moldova Tourism Forum  
Signing of the Manifesto for Sustainable *“Manifesto for Sustainable Tourism in the Republic of Moldova”.*

Prize Presentation to the Winners of the “NeamPornit” Campaign.

*Lottery Draw for the Prize Winner.*

19:00 Gala Dinner

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## September 27, 2025

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09:30 B2B InfoTour in Hospitals and Clinics in the Republic of Moldova.

12:30 Cultural Tour “Orheiul Vechi”.

18:00 Gala Dinner Cultural Program at Château Vartely Winery.