



ed 29.12.2025



**B**  **2**  
**BookingsMed**

[bookingsmed.com](http://bookingsmed.com)

**2026 - Rome - ITALY - November 18-20**

**B2BookingsMed 2026**

**MEDICAL & LONGEVITY**

Conferences, Awards and Meetings

**November 18-20**

**Italy - Rome**

Powered By





**2026 - Rome - ITALY - November 18-20**

In 2026, we're reaching a new milestone with the launch of B2BookingsMed, taking place in Rome, Italy, in November.

This brand-new event, developed under the leadership of founder and CEO Mariaantonieta Princivalle, introduces a richer, more dynamic format focused on B2B and B2C engagement.

The program includes: Pre-scheduled business meetings An international conference with expert speakers  
Interactive training & certifications The prestigious BookingsMed Awards

**B2BookingsMed** will be **the global hub** for networking, innovation, and real-time healthcare travel solutions – featuring trend-focused workshops, product showcases, and a spotlight on digital health, AI, and technology.



# STRATEGIC PARTNERS

Medical Fairs and Exhibitions 2023 View online version

**Medical Tourism** Edition January 2023

 **GROWING KNOWLEDGE**  
Top Events of the Years  
from winter to autumn 2023

**Clinics Thermae Medical Spa Hospitals**

**TTBS - UK-USA- NORTH EUROPE**  
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**WORLD TOP 100 MEDICAL EXPO 2023 EUROPE**

**EMT**

infoline maria@wfsaevents.com gallery  
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**Il turismo medicale in out-going**

**EUROPEAN MEDICAL TOURISM EMT 2022**  
7-8-9 JUNE 2022 ABANO TERME

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**BEST MEDICAL CURES**

**EDITOR'S CHOICE**

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**ITALCARES**  
Italian health and wellness



**FEDERTERME**



B2BookingsMed 2026 - ROMA-ITALIA-18-21 novembre

**BOZZA GENERALE DEL PROGRAMMA**



**18**  
nove

mbr

e

**Assicurazione e welfare**

Potenziare i professionisti attraverso la formazione e il networking

**BookingsMed Academy**

formazione e certificazione dei facilitatori

**19**  
nove

mbr

e

**Conferenza principale**

Conferenza principale che presenta le ultime innovazioni provenienti da ospedali, cliniche e centri di longevità/termali.

**20**  
nove

mbr

e

**B2B MEDICO**

incontri individuali individuali tra facilitatori e cliniche/ospedali

**B2B LONGEVITÀ/TERME**

incontri individuali one to one tra facilitatori e centri di longevità/termali

**B2C X TUTTI**

incontri tra utenti finali con cliniche, ospedali, centri di longevità, centri termali



Since 2016, BookingsMed (WFS) has been at the forefront of the medical tourism industry by organizing its premier event EMT - European Medical Tourism.

The event was founded by Mariaantonieta Princivalle, who continues to serve as its CEO and visionary leader. In 2024 it was added Wellness section and went from EMT to EMTW.

Under her direction, EMTW has evolved into Europe's leading event for medical tourism, offering a one-of-a-kind opportunity for global stakeholders to meet, exchange knowledge, and build lasting partnerships.

EMTW brings together key decision-makers from hospitals, clinics, wellness resorts, insurance providers, facilitators, government institutions, and travel agencies from over 60 countries.

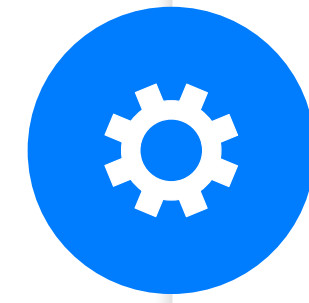


European Medical Tourism  
Exhibition & Conference



### Exhibitors

Doctors, Clinics, Hospitals, Medical Spa, Medical Resorts, Thermal Centres, Pharmaceutical Companies and Cosmetic Producers



### Buyers

International Facilitators, VIP Tour Operators, Doctors, Health and Welfare Insurances.



## B2B Meetings

- Get access to the largest number of Buyers from all over the world
- Choose partners and schedule meetings in advance
- Direct access to an ever growing market
- Interactions with decision makers.
- Launch and demonstrate your products.
- Seek immediate business
- Achieve business to business (B2B) and business to consumer (B2C) objectives
- Sell your services and products

## Conference speech

Speaking at a medical tourism conference provides an unparalleled opportunity to reach a targeted audience of professionals who are directly involved in the industry.

## Networking

Building Strategic Partnerships. Medical tourism involves collaboration between various stakeholders, including hospitals, clinics, facilitators, insurers, travel agencies, and government bodies. Networking creates opportunities to build relationships with these key players, forming partnerships that can expand your reach.

WHY TO ATTEND



# STAKEHOLDERS

## Medical Providers

- Doctors & Surgeons
- Private Hospitals & Clinics.
- Research institutes & clinical laboratories.

## Medical Providers

- Healthcare organizations
- Medical services providers.
- Physiotherapy centers.
- Medical Hotels & Resorts

## Longevity Providers

- Thermal Centres
- Thermal Hotels
- Longevity Hotels & Resorts
- Medical Spa

## Buyers

- Medical tourism facilitators
- Travel agents & Operators.
- Health insurance companies.
- Doctors & Pharmacist

## VIP & AUTHORITIES

- Governments Authorities
- Healthcare Organizations.
- Medical Tourism Association.
- Leaders in medical tourism
- Media and publications.

## PROVIDERS – PRODUCTS

- . Drugs & Supplements
- Cosmetics
- . Furnitures for Hospitals
- Furniture for Spa & Thermal
- medical devices



# 2026 EDITION PROPOSE



**35+**  
**SPEAKERS**



**55+**  
**COUNTRIES**



**200+**  
**BUYERS**



**2000+**  
**B2B MEETINGS**



**1000+**  
**PARTICIPANTS**

# PREVIOUS EDITIONS



**2017**  
SIRMIONE  
40 companies



**2018**  
MONTECATINI  
60 companies



**2019**  
ABANO TERME  
200 companies



**2020**  
ONLINE  
300 companies



**2021**  
ABANO TERME  
250 companies



**2022**  
ABANO TERME  
300 companies



**2023**  
CHIANCIANO T.  
300 companies

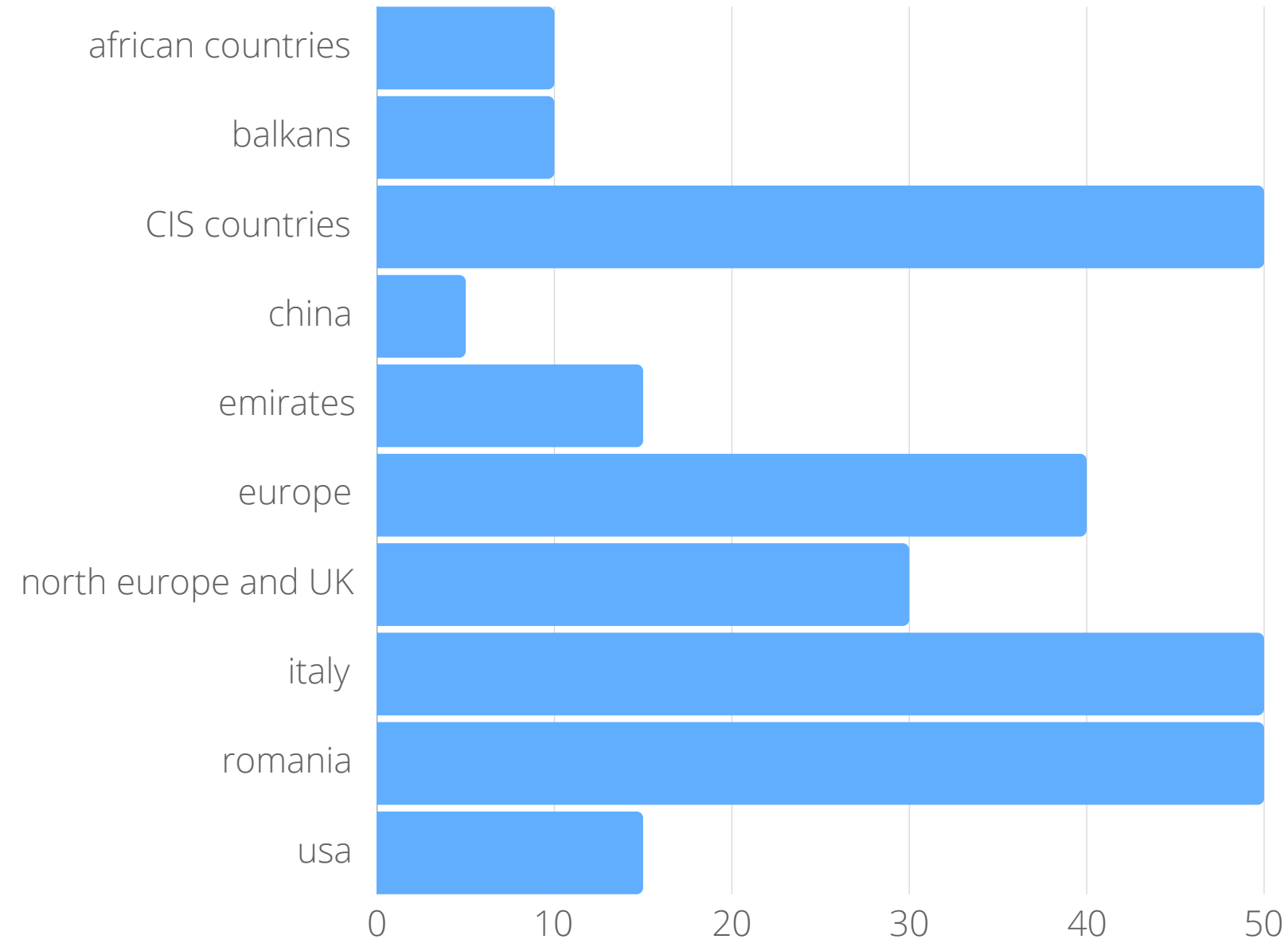


**2024**  
MURCIA, SPAIN  
200



**2025**  
Oradea - ROMANIA

# BUYERS PREVIOUS YEARS



go to full list

<https://www.wfsevents.com/emt---european-medical-tourism>





## Training & Certifications

- Participating in the Medical Tourism Training and Certification Program is the perfect way to start your development in medical tourism with successful steps. Guided by market leaders, this program offers unparalleled mentorship and insight, ensuring you're "shown the right way" to attract foreign patients quickly and effectively.
- You'll gain a deep understanding of patient expectations and learn to craft services that impress from the very first interaction, ensuring satisfaction and trust. Whether it's mastering client communication, understanding cultural nuances, or designing seamless patient experiences, this program sets you on a proven path to success in the competitive world of medical tourism.





## Looking for VIP and high Spenders Clients?

the 6th Edition of **World Contest & Awards for Medical Tourism** is the opportunity!

A jury of 12 Professionals from 12+ different Countries and 3 different Continents made of Facilitators, Travel Agencies and Doctors will reward the most excellent Clinics, Hospitals, Thermal Centers & Medical Spas, Facilitators.

With the participation of VIP, Authorities and Associations.



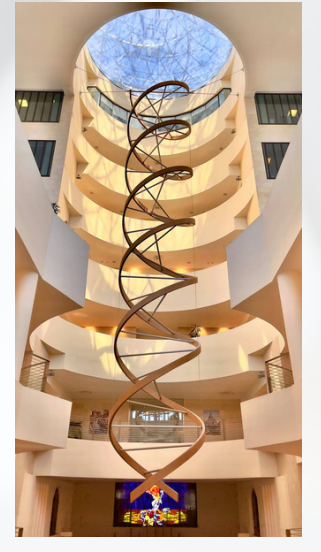
### Nomination

Nomination is communicated to the Organizers by BookingsMed distributors after registration of the participant to EMTW 2025.



### Selection

After the Nomination, it will receive the communication for site inspection. If the standards match the Providers will access to receive the Award.



## After Event

it is very useful to stay in contact with Facilitators, inviting them to visit your clinic and to show your facilities

## After Event

organize on line seminars in order to educate them about your services, and share opinions as well as ask suggestions.



# GENERAL INFORMATION

## Before Event

Please fill in your profile & book your appointment [here](#) . If you are new from in this field we suggest you to fix appointment also with consulting companies, you will find them in the agenda with Buyers.

Be ready to work ! and take with you Brochures, Visit Cards, price lists photos, video or tutorials to share with Facilitators, explaining why they should send clients to your clinic, your Excellences.

Official language of the event is english.



# ADVERTISING CAMPAIGN

The importance of the advertising campaign before the event is to generate high interest level, induce participation, engagement and interface and ensure attendance of the highest number of participants, given the venue of the exhibition center and its location. The advertising campaign includes visual and audio advertisement before and during the exhibition.

- To ensure the good visibility by this event 2023 and its participants we have planned a very strategic media plan .
- Pre-event outreach and coverage: including event news releases and updates.
- Conducting 20 video interviews during the event of pre-selected selected participants, companies and sponsors.
- Participating to major world fairs in Medical Tourism, with Speech and Exhibition Booth
- Newsletters to full data base of about 1.000.000 adresses of professionals : doctors, clinics, hospitals, facilitators - worldwide
- Interviews, Video, which will be published on Social media before and during the event.
- Invitation of Italian and International Authorities to patron the opening ceremony
- Italian / International Television and some radio channels will be invited to cover the events
- Sending invitation to the various prominent characters like businessmen, companies' managers and officials via E-mail.





# ADVERTISING CAMPAIGN

Make your brand impossible to miss with outdoor billboard advertising in Rome and Milan during B2Bookingsmed.

By booking a billboard, your company advertising will be displayed in two of Italy's most strategic business cities, giving you exceptional visibility before, during, and after the event.

## Why choose billboard advertising?

- Promote your company and brand to a wide professional audience
- Gain visibility in Rome and Milan, high-traffic locations
- Strengthen brand recognition among event participants, partners, and decision-makers
- Stand out beyond the event venue with powerful outdoor exposure

**Billboards in Rome & Milan** ensure your message reaches both local and international professionals, maximizing your marketing impact around B2Bookingsmed.

**Limited availability – billboard placements are restricted.**

Contact us now to secure your billboard and receive full details on locations, formats, and pricing.

**Give your brand the visibility it deserves — on the streets of Rome and Milan.**





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**IT IS IMPORTANT  
TO TAKE PART**

**2026**

# **INSURANCE DAY IN MEDICAL TOURISM**

**November 18th,  
2026**



**Special Program.  
By invitation only!**

**Round Table HEALTH & SAFE**

**Health Insurances  
Business Networking**



**JOIN NOW**



 **+39 346 490 4660**



2026, November 20<sup>th</sup>

# B2C

ROME - ITALY

- Dental Care
- Hair Transplantation - PRP
- Regenerative Medicine
- Aesthetic Medicine
- Aesthetic Surgery
- Check-Up
- Assisted Fertilisation
- Cardiological,  
Oncological, Orthopaedic  
Care and Rehabilitation
- Spa Treatment and  
Prevention

**+65 COUNTRIES**  
**+500 CLINICS REPRESENTED**  
**+300 MEDICAL SPECIALISTS**

**MEET ALL THE CLINICS IN  
ONE HALL AND GET YOUR  
FREE CONSULTATIONS**

**!! register now as visitor**





See you soon!  
in Italy





# B2B, B2C, TRAINING & NETWORKING

Medical, Longevity  
Welfare, Insurance

## 2026 ITALY



2026 November

Italy - Rome



# BUDAPEST 2026



CONFERENCE  
NETWORKING  
B2B



Organized by



SUPPORTED BY  
BookingsMed

## LUGANO SWISS

BOOK NOW



### OCTOBER 01 - 02

- Masterclass
- Conference
- Workshop
- Networking
- B2B
- Luxury



# 2025

## HEALTH TOURISM & MEDICAL ODYSSEY

INTERNATIONAL MEDICAL  
TOURISM EVENT

### DUBAI

WHEN  
September 16.17 2025

WHERE  
DUBAI - EMIRATES



# AMTEX 2026

ALGERIA  
HEALTHCARE  
INVESTMENT &  
TRAVEL FORUM

MARCH 2026  
ALGERI



# AMTEX 2026

ALGERIA  
HEALTHCARE  
INVESTMENT &  
TRAVEL FORUM

MARCH 2026  
ALGERI



## 2026 RHIAD SAUDI ARABIA

HEALTH TOURISM  
FUTURE FORUM



DATE :  
April 2026

PROPOSED BY :  
Health Tourism Association



## MEDICAL PAVILLON BERLIN

MARCH 3-5 2026

COUNTRY  
Germany

PROPOSED BY :  
Diversity Tourism



1ST<sup>o</sup>  
EDITION

B2BOOKINGSMED  
LONDON

20 BUYERS  
20 EXHIBITORS



16  
FEB  
2026

## UK - LONDON BE A SPEAKER !

CONFERENCE "TRAVELLING FOR MEDICAL +  
LONGEVITY RETREATS"

20 LUXURY OPERATORS  
MAX 10 SPEAKERS

Exclusive event with  
limited availability

PRESENT YOUR COMPANY AT  
B2B CONFERENCE &  
NETWORKING ON LUXURY &  
MEDICAL TOURISM

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## Bureau Veritas Across Borders

**Quality at the highest global level is not optional – it's essential.**

BookingsMed Academy is the educational and training division of BookingsMed, dedicated to the development of professional standards and competencies within the medical, wellness, and health tourism sectors.

In partnership with Bureau Veritas, a global leader in testing, inspection, and certification services, BookingsMed Academy has developed a certification program for Facilitators, designed to ensure high levels of quality, professionalism, and compliance with international standards.

This certification aims to validate the skills, knowledge, and ethical standards of Facilitators involved in patient support, coordination, and healthcare-related services, enhancing transparency, trust, and credibility across the industry.

Through this collaboration, BookingsMed Academy combines sector-specific expertise with Bureau Veritas' internationally recognized certification framework, offering a robust and reliable qualification that supports professional growth and promotes excellence within the global healthcare ecosystem.



## MedicalTrust® Across Borders

**Quality at the highest global level is not optional – it's essential.**

In the world of healthcare and medical tourism, success depends on trust, excellence, and internationally recognized standards.

BookingsMed® and MedicalTrust® deliver this quality through **ISO certifications**, active and recognized in more than 170 countries worldwide.

Quality assurance means patient safety – no experiments, only proven excellence for your patients and your success. This program provides unparalleled mentorship and insight drawn from over 20 years of practical experience in the field.

### Your Path to Success in Medical Tourism

This program empowers you to thrive in the competitive global healthcare sector by focusing on:

- Personalized Mentorship
- Working Effectively within international frameworks
- Deep Understanding of Patient Expectations
- Mastery of Cultural Nuances
- Building and maintaining Trust
- Acquiring specific technological knowledge of AI-supported medical devices

