‘Medical Korea 2017,’ Asia’s largest global healthcare and medical tourism conference, which will be held from November 21st to 22nd at COEX in Seoul, Korea.

The conference will provide the most unique opportunity to learn about the latest trends and insights in global healthcare and medical tourism industry as well as to network with key opinion leaders from both the private and public sector involved in global healthcare from around the world.

**OVERVIEW**

**TITLE**
Medical Korea 2017
(The 8th Global Healthcare & Medical Tourism Conference)

**THEME**
Global Healthcare: New Challenge & Insights for the future

**DATE**
November 21(Tue)-22(Wed), 2017

**VENUE**
COEX, Seoul in Korea

**HOST**
Ministry of Health and Welfare, Republic of Korea

**ORGANIZER**
Korea Health Industry Development Institute (KHIDI)

**PROGRAMS**
Opening ceremony, Conference, Exhibition, G2G Summit, Business meeting, Korean Culture & Hospital fam tour, Job Fair

**WHO ATTENDS**
From government officials to healthcare providers, insurance companies, medical tourism facilitators, digital health companies, healthcare associations, and others related to global healthcare business

**MAIN EVENT**

**OPENING CEREMONY**
Opening address & congratulatory message, keynote address, VIP Luncheon

**CONFERENCE**
Under the theme of "New Challenge & Insights for the future," the conference will address three specific issues:
- Session 1–6 "Global Healthcare Industry" 
  - Trend and issues of healthcare policies, medical ICT innovation, and the future of healthcare
- Session 7–10 "Medical Tourism" 
  - Marketing strategies and analysis on medical service
- Session 11–14 "Global Expansion of Healthcare Services" 
  - In-depth discussions on industrial issues, and the prospect of business

**EXHIBITION**
Showcases exploring future trends and technological innovation in global healthcare business

**G2G SUMMIT**
Networking and discussion forum for government delegates addressing the key issues in global healthcare agenda

**BUSINESS MEETING**
Partnering meetings to maximize networking and business opportunities

**KOREAN CULTURE & HOSPITAL FAM TOUR**
Familiarization tour program to learn about Korean Hospitals

**JOB FAIR**
Career and job opportunities in the field of global healthcare business

**PREVIOUS CONFERENCE**