

WARSAW, Poland, December 30, 2013 /PRNewswire/ --

The year 2013 elevated one of the most dynamically developing global industries - medical tourism - to a whole new level. Poland, with its ambitions to specialize in this field, has joined the group of countries active in the medical tourism industry for years.

The programme of transforming medical tourism into one of Poland's export specialities has been implemented by the Ministry of Economy since March 2012

. By the end of 2013 the three-year project will reach its halfway mark. The first half focused on creating marketing and promotional materials rather than visits abroad. This was accompanied by ads in foreign press and visits of potential business partners and journalists, invited to Poland

2014 will be quite different with the accumulation of activities consisting in inbound and outbound trips. Over 40 medical facilities will participate in fairs and trade missions in seven target countries, i.e. Germany, Russia, Scandinavian countries, UK and U.S., as well as trade fairs in Dubai. Trade missions organized in 2014 in Germany, UK, Denmark, Sweden and Norway provide for meetings with the companies from a given country, interested in establishing business relations within medical tourism industry. Like in the year 2013, next year there will be ads run in trade publications of the seven countries, promoting Poland

Polish Doctors on the Move

Written by Australian Business

as an excellent place for treatment, rehabilitation and rest.

In 2014 Poland will also fund visits of foreign guests, interested in Poland's medical facilities.

Between

May 27-29

this will be a team of journalists from the seven countries and from 2

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to 4

th

of December a group of business partners. Please apply if you are interested.

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Source: <http://www.polandmedicaltourism.com>

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