

## **RP takes center stage at 4<sup>th</sup> World Health Tourism Congress**

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Is there a doctor in the house?

Anyone who might have needed to ask that question at the recent 4<sup>th</sup> World Health Tourism Congress (WHTC) at the Sofitel Philippine Plaza would have gotten many a resounding "yes" and raise of many hands.

Probably then followed by "what specialty?"

Fortunately, such a question-usually uttered in times of emergencies-never came up.

However, a multitude of other inquiries from foreign corporate and institutional buyers-mostly doctors, executives and health officials-in search of partners who can provide quality and affordable health care were raised.

And local solution providers from leading hospitals and clinics, spas, health resorts, ambulance companies, as well as medical facilitators and tourist agencies, were more than eager to answer them.

The event, which took place in March, was an opportunity for providers and buyers to meet and develop mutually beneficial relationships that would open more opportunities and jobs for the country.

From workshops to B2B (business-to-business networking sessions) to presentations, round-the-world welcome cocktails and a gala night, the WHTC created just the kind of momentum to help propel the Philippines as a prime player in the health tourism industry.