



PAN-AFRICAN HEALTH
TOURISM CONGRESS 2017
BUSINESS OPPORTUNITY FAIR & EXHIBITION



healthCare cybernētics

CEREBRATING INNOVATION
...THROUGH KNOWLEDGE AND ANALYSIS

The Health Tourism Sector *think and do tank*

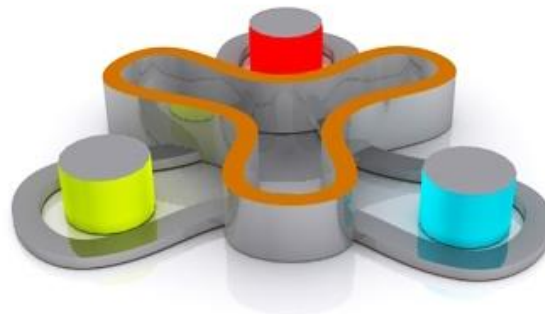
Role of Government the State in Health Tourism

The
State



Role of the State and Government ...first and foremost

A Stakeholder!



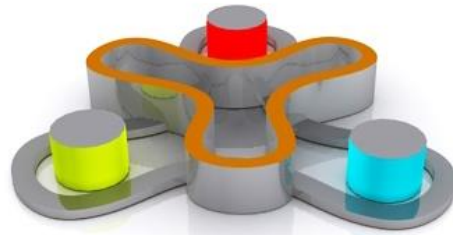
The
State

HEALTH TOURISM

STAKEHOLDER



Health Tourism Destination Stakeholders



HEALTH TOURISM
STAKEHOLDER

All the Individuals (natural entities), Groups and Legal Entities who have a vested interest in the Health Tourism ecosystem, are affected by it or can influence it



Role of the State and Government

- Provider of Supporting Infrastructure
- Supporter and Enabler of Private Sector Initiatives
- Guarantor of Rules and Regulations
- No Entrepreneurial Role

The
State



Role of the State and Government

- Participant as “Member” in Health Tourism Destination Management Organizations

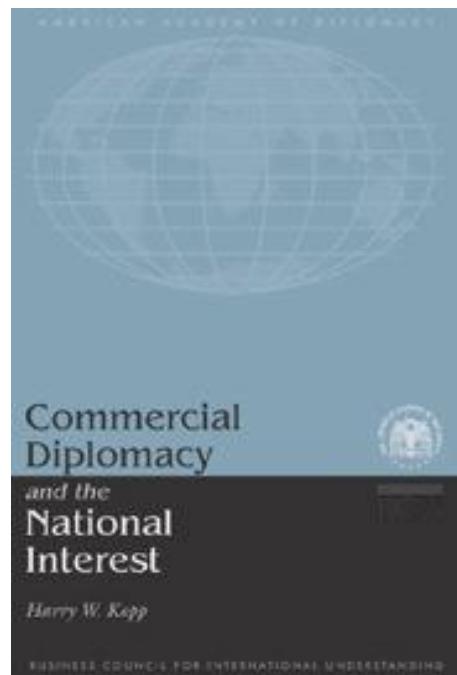
*The
State*



Role of the State and Government

- Provider of Commercial Diplomacy (support the promotion of Destinations and Businesses – role for Embassy Commercial Attachés)

The
State



Role of the State and Government

- Subsidize – Fund Executive Education and Vocational Training – especially of the Protégés



The
State



HEALTH TOURISM

EDUCATION



Role of the State and Government

- Sponsor (financial and “in kind”) of Health Tourism Events



The
State



HEALTH TOURISM
EVENTS

