



EMPOWER YOUR KNOWLEDGE

29.09.2016

## MEDICAL TOURISM IN ITALY: FILLING THE GAPS

TRENDS, POLICIES AND MANAGERIAL  
TOOLS TO TACKLE THE MARKET

AULA 01  
VIA BOCCONI, 8 - MILANO

WORKSHOP RISERVATO ALLA COMMUNITY OCPS

14.15 WELCOME COFFEE

14.30 INTRODUCTION  
Faculty OCPS, SDA Bocconi

15.00 THE BROKER'S POINT OF VIEW  
Pramod Goel, Placid Way  
Catalin Dumitru, Placid Way

16.30 THE ENTREPRENEURS' POINT OF VIEW  
Emanuele Fresa, Medical Tourism  
Development Team, Assolombarda  
Healthcare

17.00 DISCUSSION AND CONCLUSION  
Faculty OCPS, SDA Bocconi

REFRESHMENT

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