

ESPA CONGRESS 2017
ROME & TIVOLI TERME
10-12 MAY 2017

**INNOVATION FOR MEDICAL SPAS
AND HEALTH RESORTS IN EUROPE**



PROGRAMME

Draft 21.04.2017

FOCUS

INNOVATION FOR MEDICAL SPAS AND HEALTH RESORTS IN EUROPE

CONGRESS THEMES

Trends in Preventive Healthcare
Innovation and Market Value
Market, Financing and Regulations
From Research to Innovation
From Innovation to Market

WEDNESDAY, MAY, 10th (ROME)

(SPECIAL PROGRAMME ONLY FOR ESPA MEMBERS)

8h00 Private Mass – only for ESPA members with privileged access in St. Peter’s church.

9h00 General audience with Pope Francesco in St. Peter’s Square.

13h00 Lunch (Buffet) on separate invitation

14h00 -18h30 Meetings (separate invitation)

- 14h00-15h30 Meeting of the Jury of the ESPA Innovation Awards 2017 (Palazzo del Cardinal Cesi)
- 15h30-17h30 Meeting of the ESPA Executive Committee MEDICAL RESEARCH WG (Palazzo del Cardinal Cesi)
- **15h30-18h30 ESPA Board Meeting (Palazzo del Cardinal Cesi)**

20h00 Get-Together dinner

THURSDAY, MAY, 11th (ROME)

9h00-9h30 OPENING SESSION AND FLAG PARADE

OPENING SPEECHES

- Costanzo Jannotti Pecci (I) – FEDERTERME/CONFINDUSTRIA President
- Thierry Dubois (F) – ESPA President
- Authorities

FLAG PARADE

9h30-10h00 TRENDS IN PREVENTIVE HEALTHCARE

- Antonella Fioravanti (I) - International Society of Hydrology and Climatology (Vice President - Leader of the Scientific Committee)
- Oriana Ciani (I) – Economist

10h15-11h45 INNOVATION AND MARKET VALUE

KEYNOTE SPEAKER

Jose Ejarque (I) – CEO Four Tourism

SPEAKERS

- Csilla Mezosi (H) - Office of Hungarian Tourism Agency (Director for Germany and Switzerland)
- Gianluca LATERZA (I) – TripAdvisor (Key Account Manager South Europe)
- Tobias BIELENSTEIN (D) – EuropeSpa med & Wellness GmbH (Head of marketing)
- Francesco Palumbo (I) - Ministry of Cultural Heritage and Activities and Tourism - General Manager: Promotion and Development of Thermalisme in Italy.

13h00 Lunch (Buffet)

15h00-17h30 MARKET, FINANCING AND REGULATIONS

Round Table (topics: EU Directive on Crossborder Healthcare, Social Security Reimbursements in Europe, Impact of the Spa industry in the economy and employment, savings for the national healthcare budgets etc.)

MODERATOR

Aurelio Crudeli (I) – Federterme General Manager

SPEAKERS

- Claude-Eugène Bouvier (F) – Délégué Général CNETH
- Nicola Quirino (I) - StudyEcoTerme on the economic impact of the thermal spa business in Italy Presentation of the conclusions
- Renato Mannheimer (I) - Study “How Medical Doctors see Thermalisme in Italy - Presentation of the key-findings

20h00-20h30 Gala of the ESPA Innovation Awards – Welcome Drink

20h30 Dinner

FRIDAY, MAY, 12th (TIVOLI TERME)

8h00 Transfer from Rome to Tivoli Terme (Victoria Terme Hotel)

9h45-11h15 FROM RESEARCH TO INNOVATION

Evidence based research on balneology

MODERATOR

Claude-Eugène Bouvier (F) - Délégué Général CNETH

SPEAKERS

- Francisco Maraver (E) – Head of ESPA Medical Research WG
- Christian Roques (F) – AFRETh (Association Française pour la Recherche Thermale)
- Pedro Cantista (P) – ISMH (International Society of Medical Hydrology and Climatology)
- Marco Vitale (I) – FoRST (Fondazione per la Ricerca Scientifica Termale)

11h15-11h30 Coffee-Break

11h30-12h45 FROM INNOVATION TO MARKET

Innovation in Health Spa Programmes

MODERATOR

Aurelio Crudeli (I) – Federterme General Manager

SPEAKERS

- Aldo Ferruzi (I) – Thermal Scientific Research Foundation – President: The Role of Research

- Romano Spica (I) – Department of Sport Sciences and Physical Activity, Humanities and Health Sciences University of Rome "Foro Italico" - Full Professor of Public Health: Thermal Water Swimming Pools
- **tbn - Pediatric Thermalisme**
- Walter Santilli (I) – Rehabilitation in Thermal Spas

12h45-13h30 PRESENTATION OF INTERNATIONAL ASSOCIATIONS

- Giuseppe BELLANDI (I) – President of EHTTA
- Pedro CANTISTA (P) – President of ISMH
- Umberto Solimene (I) – President of FEMTEC

13h30-13h45 Closing Session

CLOSING SPEECHES

- Costanzo Janotti Pecci (I) – FEDERTERME/Confindustria - President
- Thierry Dubois (F) – ESPA President
- Antonio Tajani (I) – President of UE Parliament

13h45-14h30 Lunch (Buffet)

14h30 Mayors meeting (tbc)

14h30 B2B One-to-One meetings

15h00-17h00 Visit to Villa d' Este

17h00-19h00 Roman Spa Culture Experience – Tivoli Terme

20h00 Gala Dinner (Ristorante Sibilla – Tivoli)