

Polska



POLAND - Your Health Destination

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Poland has a chance to become a country hosting many foreign patients, who will come here to use the services provided by various medical facilities, rehabilitation centres and sanatoriums.



Due to winning the tender, the project is implemented by a consortium of:

- Europejskie Centrum Przedsiębiorczości Sp. z o. o.,
- AMEDS Centrum Sp. z o. o.,
- Polska Agencja Informacji i Inwestycji Zagranicznych S.A.

The Project which was launched on the 29th of March 2012, will act as a support tool for Polish companies in creating and implementing a unified concept of the promotion of Polish medical services. The consortium's activities are addressed to potential patients and agents, interested in bringing patients from Great Britain, United States, Germany, Norway, Denmark and Sweden to Poland.

Representatives of Polish medical facilities, declaring their readiness to join the project, will participate in international conferences, fairs and sector exhibitions, trainings and trade missions. The promotion of the medical tourism sector as such will have a form of a special study, demonstrating the current state and prospects of the sector as well as through catalogues and a film about the industry.

The selection of medical fields, highlighted in promotional materials will have a significant impact on creating the image of Poland as a place worth visiting in order to undergo treatment, rehabilitation or to take care of one's physical fitness.

The project of the medical tourism promotion is implemented within the frames of the „Promotion of the Polish economy on international markets” systemic project, as a 6.5.1 Submeasure of the Operational Programme Innovative Economy. Medical facilities, which will decide to participate in the project will have a chance to obtain re-financing of up to 75 percent of the incurred costs. The call for proposals within the 6.5.2 Submeasure of the Operational Programme Innovative Economy, was announced by the Ministry of the Economy on the 17th of May.

For more information please contact the following persons:

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Iwona Lipska, PAIIZ S.A., iwona.lipska@paiz.gov.pl – responsible for foreign trips of entrepreneurs

Magdalena Rutkowska, President of AMEDS Centrum, m.rutkowska@ameds.pl – recruitment of entrepreneurs for the programme, drawing up promotional materials

Marta Mierzwińska, EuCP, mmierzwinska@eucp.pl – agreements between the consortium and entrepreneurs, filling out applications for additional funding.

More at: <http://www.polandmedicaltourism.com/>



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NARODOWA STRATEGIA SPÓJNOŚCI



**MINISTERSTWO
ROZWOJU**

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