



KAYSATUR
KAYSERİ SAĞLIK
TURİZMİ DERNEĞİ
KAYSERİ HEALTH
TOURISM ASSOCIATION



2023-2-TR01-KA210-VET-000178327 ANCIENT HEALING FROM THE PAST TO THE FUTURE: INNOVATIVE HIPPOThERAPY AND HEALTH TOURISM PRACTICES

Dear Executive

On behalf of the Kayseri Health Tourism Association (KAYSATUR) and our Erasmus+ Project Consortium, we are honored to invite you to the "International Health Tourism Workshop", hosted at Kayseri University on April 9-10, 2026.

This prestigious event brings together academic institutions, private healthcare providers, and international tourism professionals. As a leading tour operator/agency, your participation is highly valued. This workshop serves as an exclusive platform to discover innovative healthcare models, establish robust bilateral agreements, and shape the future of international patient mobility.

Why Should You Attend?

- **B2B Exhibition Area:** Showcase your agency or meet directly with top-tier hospitals, clinics, and wellness hotels at our 18-booth exhibition area. Discover new, high-quality healthcare partners for your clients.
- **Strategic Networking:** Connect face-to-face with key protocol members, healthcare investors, and international project partners during our Exclusive Networking Dinner.
- **International Visibility:** Be a part of an international initiative supported by the Erasmus+ Programme, expanding your global operational network.
- **Thematic Roundtables:** Participate in targeted discussions alongside experts and international partners to shape direct policies on international patient models.

PROGRAM OVERVIEW

Day 1: April 9, 2026

- 10:30 - 11:30 | Official Opening Ceremony & Project Presentation
- 11:30 - 12:00 | B2B Exhibition Area Visit & Press Meeting
- 13:00 - 14:15 | Conference & PR Speeches: Best Practices
- 15:00 - 17:00 | Workshop Session 1: Thematic Roundtables
- 18:30 - 20:00 | VIP Networking Dinner

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Day 2: April 10, 2026

- 09:45 - 10:45 | Workshop Session 2: Model Development
- 11:00 - 12:00 | Roundtable Presentations
- 14:00 - 15:00 | Final Declaration & Certificate Ceremony
- 15:30 - 18:00 | Technical Field Visit: Exploring Regional Health Infrastructure

THEMATIC ROUNDTABLES Participants will be placed in specific roundtables based on their expertise:

- International Models and Türkiye's Position
- Hippotherapy and Innovative Treatment Approaches
- Digitalization, Media, and AI Applications
- Human Resources and Vocational Training Needs
- Public - Private Sector - NGO Collaboration and Incentive Models
- Sustainable Health Tourism and Wellness
- Innovative Approaches in Health Tourism

Participation Details:

- Venue: Kayseri University Congress Center
- Cost: Participation and setting up a promotional booth at the event are completely free of charge.
- Logistics: Participating international delegates are only expected to cover their own personal expenses, such as flights and accommodation.

Project Information: This workshop is organized under the Erasmus+ project "Ancient Healing From the Past to the Future: Innovative Hippotherapy and Health Tourism Practices" (Project No: 2023-2-TR01-KA210-VET-000178327), supported by the Republic of Türkiye Ministry of Foreign Affairs, Directorate for EU Affairs, and the Turkish National Agency.

We look forward to welcoming you to Kayseri and exploring new horizons in health tourism together.

RSVP / Registration Form: <https://forms.gle/9F2km9Ndw1bLBAqQ9>

Direct Contact (WhatsApp/Call): +90 545 446 44 56

Sincerely,

Mustafa Ragıp Adıgüzel

President of the Board,

KAYSATUR General Coordinator of EU Project



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