

**SUBJECT: Invitation for participation at the 3rd Adriatic Health, Sport and Tourism Investment Forum (21-22 October 2019)**

Dear,

The Adriatic Health, Sport and Tourism Investment Forum is the most important investment event in the region, where experts from the health, sports and tourism sectors gather in order to share their knowledge, experiences, participate in panel discussions, presentations and lectures, meet new business partners, discuss trends, new projects and possibilities.

We hereby address you due to the occasion of preparation and organization of the [3rd Adriatic Health, Sport and Tourism Investment Forum](#) which will be held from **21 until 22 October 2019 in Zagreb, at the Westin Hotel, under the auspices of the President of the Republic of Croatia.**

This B2B Forum also includes the presentation of the current offer of health, tourism and tourism in general as well as projects that should contribute to the development of the health tourism in cities and states of the Adriatic region. This fits in with the commitment and goals we present on the ADRIATIC HEALTH TOURISM PLATFORM, and at the same time, we emphasize the need for joint action within this Platform.

The first two Adriatic Health, Sport and Tourism Investment Forums were held in 2017 and 2018, and have clearly demonstrated the importance of launching new projects and discussing investment opportunities at the same time.

## 2<sup>nd</sup> AHT INVESTMENT FORUM IN NUMBERS



- 16 countries ✓
- 52 speakers ✓
- 1400 m<sup>2</sup> – Westin Hotel, Zagreb ✓
- 200+ participants ✓
- 12 presented projects ✓
- 34 sponsor-partners ✓

The second Forum in 2018 brought together more than 200 participants, investment projects were presented, as well as new business opportunities, international partnerships with investors and developers and the topics about new sources of funding under the "Adriatic Health Tourism" platform - the framework for financing of the health, sports and tourism investments within the EU 2021 - 2027 Cohesion Policy were opened, whose value is estimated at 3.8 billion EUR.

Representatives from health, tourism, business and finance sectors, SPA and wellness industries, state, county and city officials, were involved in the working process of the Forum and discussed three main topics:

1. the framework for EU funding and encouraging the health - tourism investments within the EU 2021- 2027 Cohesion Policy,
2. the development of the year - round destination of health, sports and tourism,
3. the infrastructure as a prerequisite for the development of the "silver economy" and health tourism.

With the "Adriatic Health Tourism" platform, we want to stimulate and realize investment projects, offer new infrastructure capacities, new sports and recreational facilities and complexes, new year - round products in the hotel industry (medical wellness), and create the best conditions for the development of sports and medical tourism, which, along with the thermal and health tourism, constitute the most potent sources of growth in other forms of tourism, consequently with a multiplicative impact on the total economy. Our goal is to, with the branding of the Adriatic region as a year - round destination for health, sports and health tourism, create a destination which would be interesting to tourists for 365 days a year.

We had big success and results at previous Forums, but we are most proud of the project called "Pasman Riviera", with a total investment of \$ 500 million. This project is designed as an authentic dalmatian village with the whole infrastructure, hotels, apartments, villas, beaches and other facilities.

In addition to that, in our efforts to contribute to the perception of the Adriatic region as a year - round destination which can provide the highest quality health service, as well as the tourist and sports infrastructure, we would greatly appreciate your participation and we would like you to present the offer through the exhibition and presentations - the offer you already have in health and tourism, and we would like you to present new projects to the potential investors.

In the hope that you will be able to respond to this call, I would like to thank you in advance and send you my kindest regards,

Sincerely,

Ass Prof. Miljenko Bura MD, PhD

**President of the Organizing Committee**



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**In Zagreb, 18th of September 2019**