



FITSaludCuba

II International Medical and Wellness Tourism Trade Fair

La Havana . Cuba

from April 21 to 24, 2025

**II INTERNATIONAL MEDICAL
AND WELLNESS TOURISM SEMINAR**

**III FORUM ON FOREIGN INVESTMENT
IN THE HEALTH SECTOR**



smc@smcsalud.cu



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Comercializadora de Servicios Médicos Cubanos invites you to participate in the II International Fair of Medical and Wellness Tourism, within the framework of Health for All 2025, which will take place in Pabexpo from April 21 to 24.

An opportunity to share knowledge on different topics of Health Tourism, new business opportunities and to have information from the hand of experts on new therapies and health programs.

Registration Fee per person

- Commercial partners of CSMC, S.A.: 100 USD
- Representatives of other companies: 150.00 USD

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It includes:

- I. Inauguration. PABEXPO Fairgrounds. Havana.
- II. Inaugural Concert (Café Miramar Theater).
- III. Launching of new services (Launching Hall of the CSMC, S.A. Stand).

IV. II International Seminar on Medical Tourism and Wellness (Launching Hall of the CSMC S.A. Stand).

V. III International Forum on Foreign Investment (CSMC, S.A. Stand).

VI. Cuban Night (Hotel Iberostar Parque Central).

VII. Awards Dinner (El Laguito)

VIII. CLOSING. Convention Palace

SPECIFIC PROGRAM BY ACTIVITY:

I. INAUGURATION

Date: April 21st

Venue: PABEXPO Fairgrounds. Havana.

Time: 10:00 a.m.

II. OPENING CONCERT

Date: April 21st

Venue: Café Miramar Theater (5th and 96th Miramar).

Time: 7:00 p.m.

III. LAUNCHING OF NEW SERVICES:

Date: Monday, April 21 Time: 2:00 - 4:00 p.m.

1. Re-launching. Specialized Wellness.
2. Launching of the Wellness Tourism campaign.



3. Re-launching of Immunological therapies for cancer.

4. New therapeutic alternative for patients with Rheumatoid Arthritis with the product of Cuban biotechnology (Jusvinza).

Tuesday, April 22 Time: 2:00-4:00 p.m.

5. Launching of the dermocosmetic Red Line.

6. The application of Heberprot-P in ulcers and wounds of difficult healing.

7. Sleep medicine.

8. Integration of Neuroepo in the neurorestorative treatment of Alzheimer's disease at CIREN.

Thursday: April 24 Time: 2:00-3:30 p.m.

9. Regenerative therapy. Corporate Health, results.

10. Relaunch of the Cuban treatment for Retinitis Pigmentosa.

11. Demonstration of telemedicine service as a complementary tool in medical care for foreigners in Cuba.

IV. II INTERNATIONAL SEMINAR ON MEDICAL TOURISM AND WELLNESS

Wednesday, April 23rd. Morning Session

10:00-10:10 a.m. Registration

10:10.-10-20 a.m. Opening Speeches

10:20-11:00 a.m. Master Conference of International Speakers.

11:10-11:50 a.m. Health Tourism Marketing Panel.

11:50-12:30 a.m. Presentations selected by the Jury.

12:30-1:30 p.m. Lunch

Afternoon Session

1:30-2:00 p.m. International Speaker. Medical Tourism

2:00-2:30 p.m. Panel on Wellness Tourism with International participation. Cuba-Spain.

3:00-4:15 p.m. Panel "Advanced Cell Therapy in Cuba. Alliance between NeoRegen Mexico, the National Institute of Hematology of Cuba and Cuban Medical Services".

4:15-5:00 p.m. Selected Papers.

Topics to be addressed in the presentations:

1. Innovative achievements of science at the service of Health Tourism.

2. Health Tourism Management.

3. Alliances for the development of Health Tourism.



4. World trends in the Health Tourism market.
5. Sustainable Health Tourism.
6. Medical Tourism and Insurance.
7. Health Tourism and rehabilitation of addictions.
8. Wellness Tourism.
9. International marketing and e-commerce.
10. Others that contribute to the purpose of the seminar.

Thursday, April 24th

10:00 a.m.- 12:00 p.m.

Panel:

Cuban model for addiction treatment.

Particularities of the Cuban model for addiction treatment.

Impact of the International Addiction Rehabilitation Program on foreign patients treated in Cuba.

Testimony of a patient treated in one of the Cuban therapeutic villages.

12:00- 12:20 p.m. Discussion

12:20-12:30 p.m. Closing words.

V. III INTERNATIONAL FORUM ON FOREIGN INVESTMENT (CSMC S.A. STAND ROOM)

Date: Tuesday, April 22

Place: Stand of CSMC, S.A. PABEXPO.

10:00-10:15 a.m. Opening

10:15-10:30 a.m. Panel: Foreign investment in the health sector in Cuba.

11:15-11:30 a.m. Break

11:30 a.m. -12:00 p.m. Panel: Experiences of Foreign Investment in the project "International Clinic Arte Dental".

12:00-13:00 p.m. Business round.

VI. CUBAN NIGHT

Date: Wednesday, April 23

Time: 7:00 p.m.

Place: Hotel Iberostar Parque Central.

VII. AWARDS DINNER

Date: Thursday, April 24

Time: 6:00 p.m.

Place: El Laguito

VIII. CLOSING

Time: 4:00 p.m.

Place: Palacio de las Convenciones



SPECIAL OFFER:

- Accommodation per night in double room on half board: 65 USD x pax. Single supplement (10 USD)
- Accommodation per night in double room with breakfast: 66 USD. Single room supplement: 25 USD
- Personalized transfer in-out airport - Hotel in Havana City: 50 USD
- Daily collective transfer to the PABEXPO fairgrounds and back on the days (21, 22, 23, 24): 40 USD

Tour A:

- 8:15 a.m. Hotel Parque Central
- 8:25 a.m. Hotel Royalton Havana (Paseo del Prado).
- 8:40 a.m. Hotel Nacional.
- 9:00 a.m. Hotel Muthu 1st and 70th. Miramar
- 9:10 a.m. Hotel Memories Miramar
- 9:20 a.m. Meliá Habana Hotel.
- 9:50 a.m. PABEXPO

Tour B

- 9:30 a.m. Hotel La Pradera
- 9:00 a.m. PABEXPO
- Return route (Same trajectory in the opposite direction)
- Departure of buses: 4:30 p.m.

