



INTERNATIONAL
HEALTH
TOURISM &
SERVICES EXPO
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10th INT'L HEALTH TOURISM & SERVICES EXPO 2027



 **6 ~ 8 MAY 2027**

ICCB International Convention
City Bashundhara, Dhaka

www.cems-healthcare.com

EVENT IDENTITY & BRANDING

Brand Name	: 10 th International Health Tourism & Services Expo 2027
Concurrent Exhibitions	: 18 th Meditex Bangladesh 2027 International Expo 11 th Bangladesh Clinical Lab Expo 2027 13 th Pharma Bangladesh 2027 International Expo
Date of Event	: 6 – 8 May 2027
Organized By	: CEMS-Global USA and CEMS Bangladesh
Frequency	: Annual
Website	: www.cems-healthcare.com
Sectors Focused	: International Hospitals & Specialty Clinics, Medical Tourism Facilitators & Patient Referral Agencies, Diagnostic & Second Opinion Services, Wellness, Rehabilitation & Preventive Healthcare Centers, Health Insurance & Medical Assistance Providers, Healthcare IT, Telemedicine & Digital Health Solutions, Travel, Hospitality & Concierge Services for Medical Tourists.

EXECUTIVE SUMMARY



Bangladesh's PREMIER & ONLY International Exhibition on HEALTH TOURISM, MEDICAL TRAVEL SERVICES, GLOBAL HEALTHCARE PROVIDERS & WELLNESS SOLUTIONS

CEMS-Global USA proudly presents the **landmark 10th Edition** of the **International Health Tourism & Services Expo 2027**, scheduled to be held in **Dhaka** from **6–8 May 2027**. Celebrating a **decade of excellence**, this prestigious event stands as **Bangladesh's premier and only specialized B2C exhibition dedicated exclusively to the medical tourism industry**, bringing global healthcare providers and Bangladeshi patients under one roof.

This high-impact **3-day exhibition** is strategically designed to provide international hospitals, clinics, diagnostic centers, wellness resorts, and healthcare facilitators with a **direct and effective platform** to engage with a highly targeted audience actively seeking treatment abroad. Through valuable face-to-face interactions, exhibitors can build trust, promote services, and convert inquiries into real leads.



Marking a significant milestone, the 10th edition celebrates **10 years of industry leadership**, featuring participation from **top-tier international healthcare providers** and offering direct access to qualified Bangladeshi patients and healthcare seekers. The Expo will also showcase a strong presence of **medical tourism facilitators, insurance providers, and wellness brands**, supported by extensive media coverage and highly targeted visitor promotion campaigns to ensure maximum visibility and engagement.

The event offers exceptional **business opportunities**, enabling participants to connect with a rapidly growing outbound medical tourism market, generate quality leads, enhance brand visibility in Bangladesh, and build strategic partnerships with key stakeholders. It also serves as a platform to showcase **advanced medical technologies and treatment solutions**. The 10th edition will highlight key industry trends, including **innovative healthcare solutions, emerging treatment destinations, and digital healthcare integration**, reinforcing its position as a strategic gateway to the **South Asian medical tourism market**.

With a **decade-long legacy of success**, the Expo is set to be **bigger, more dynamic, and more influential** than ever—providing a powerful platform for **networking, collaboration, and sustained business growth**.

EXECUTIVE SUMMARY



Capturing South Asia's Medical Tourism Boom: Gateway to a Multi-Billion Dollar Patient Market

For **over 3 decades**, CEMS-Global USA has been organizing world-class exhibitions **across 4 continents**, creating impactful platforms that connect global industries and markets. Building on this legacy, **CEMS-Global proudly presents the 10th International Health Tourism & Services Expo 2027** in Dhaka, marking a decade of leadership in advancing cross-border healthcare and medical tourism.

Recognized as **Bangladesh's premier and only dedicated B2C health tourism exhibition**, the Expo directly connects international healthcare providers with a rapidly growing base of Bangladeshi patients seeking treatment abroad. Driven by increasing demand for specialized care, advanced treatment options, and shorter waiting times, Bangladesh has emerged as a **high-potential outbound medical tourism market in South Asia**.

The 2027 edition will feature leading **international hospitals, specialty clinics, medical tourism facilitators, wellness centers, insurance providers, and digital health platforms**, offering exhibitors a focused environment for direct engagement, trust-building, and patient conversion. With the global medical tourism market projected to **exceed USD 100 billion**, the Expo **provides a strategic gateway** to tap into this expanding sector.

The event will showcase **advanced treatment solutions, second-opinion services, rehabilitation and wellness programs**, and digital **healthcare innovations**, while highlighting emerging **global treatment destinations**. Supported by strong international participation, targeted promotion, and high-quality visitor turnout, the Expo enables participants to generate qualified leads, strengthen brand visibility, and build long-term partnerships.

With a **decade-long legacy** and growing **international recognition**, the **10th International Health Tourism & Services Expo 2027** is set to be more dynamic and impactful than ever—serving as a key gateway to the **South Asian medical tourism market** and a catalyst for sustained business growth in the **global healthcare ecosystem**.



1. Unlock Access to a Multi-Billion Dollar Patient Market

Bangladesh is one of South Asia's fastest-growing outbound medical tourism markets, with an estimated **600,000–700,000 patients traveling abroad annually**, generating approximately **USD 3–4 billion in overseas healthcare spending**. The Expo provides a rare opportunity to directly access this high-value, underserved patient base and capture immediate and long-term business potential.

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2. Engage High-Intent Patients Ready to Travel

A significant portion of visitors attend with **predefined treatment needs and destination preferences**, ensuring highly focused engagement. Face-to-face interaction accelerates trust-building shortens decision cycles, and significantly improves **conversion rates compared to digital-only channels**.

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3. Position Your Brand in a High-Growth Healthcare Economy

With Bangladesh's healthcare expenditure steadily increasing and private healthcare demand rising, international providers can strategically position themselves as **trusted, premium treatment destinations** for a growing middle and upper-middle-class population seeking quality care abroad.

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4. Capitalize on Strong Outbound Demand Drivers

Demand for overseas treatment is fueled by factors such as **limited access to specialized care locally, long waiting times, rising health awareness, and affordability of treatment in key destinations like India, Thailand, Turkey, Malaysia, and Singapore**. This trend ensures a steady and scalable **patient outflow pipeline**.

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5. Build Strategic Referral & Local Partnership Networks

Connect with **medical tourism agencies, referral partners, corporate healthcare buyers, insurance providers, and facilitators** who influence over **70% of outbound treatment decisions**. Establishing these partnerships ensures continuous patient referrals beyond the Expo.

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6. Showcase Advanced Healthcare Solutions & Innovation

Present high-demand specialties such as **cardiology, oncology, orthopaedics, fertility treatments, cosmetic surgery, and organ transplants**, along with **telemedicine, second-opinion platforms, and integrated wellness solutions**. Position your brand at the forefront of innovation in a market actively seeking advanced, reliable care.

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7. Leverage a Proven, High-Visibility Industry Platform

As Bangladesh's **only dedicated B2C health tourism exhibition**, the Expo delivers **targeted visitor campaigns, strong media visibility, and international participation**. Backed by CEMS-Global's 30+ years of experience, the event ensures **high-quality footfall, brand exposure, and measurable ROI**, making it the most effective platform to enter and scale within this market.

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“Experience a Market where Demand drives Opportunity”

PROFILE OF EXHIBITS

❑ Healthcare Providers & Treatment Centers

- Specialized Hospitals & Clinics
- Medical Evaluation & Treatment Centers
- Global Healthcare Providers
- Leading Private Hospitals & Clinics
- Cosmetic Surgery Specialists
- Dental Centers
- Rehabilitation Centers
- Weight Loss & Lifestyle Treatment Centers

❑ Wellness, Alternative Medicine & Recovery

- Spa & Healthcare Resorts
- Wellness Retreats
- Alternative Medicine Providers (Ayurveda, Holistic Care, Lifestyle Medicine)
- Preventive Healthcare Centers

❑ Medical Tourism & Facilitation Services

- Medical Tourism Promoters
- Patient Referral Agencies
- Medical Holiday Package Providers
- Travel & Tour Operators
- Healthcare Facilitators



PROFILE OF EXHIBITS

❑ Healthcare Technology, Equipment & Industry Support

- Medical Equipment Manufacturers & Distributors
- Healthcare Technology Providers
- Design & Consultancy Services
- Contract & Infrastructure Providers
- Digital & Online Healthcare Platform

❑ Insurance, Administration & Support Services

- Health Insurance Companies
- Third Party Administrators
- Medical Assistance & Support Service Providers

❑ Government & International Institutions

- Medical Organizations, & Health Departments
- State government Bodies, Embassies & Trade Offices
- International Organizations for Promotion of Health Tourism

❑ Media & Industry Communication

- Media Organizations
- Industry Publications
- Health Communication Platform

❑ Hospitality & Tourism Sector

- Hotels & Resorts
- Serviced Apartments
- Tourism Promotion Board



PROFILE OF VISITORS

❑ Healthcare Seekers & General Visitors

- Patients, Families & Caregivers
- Health-Conscious Individuals
- Wellness Seekers
- General Public Exploring medical Treatment Abroad

❑ Corporate & Business Leaders

- CEO's, Managing Directors
- General Managers, Business Owners
- Corporate Executives from Healthcare, Insurance, and Service Sectors

❑ Healthcare Professionals & Institutions

- Doctors, Nurses, Hospital Administrators
- Medical Consultants, Clinic Owners
- Healthcare Decision-Makers

❑ Insurance & Healthcare Support Services

- Health Insurance Professionals
- Third Party Administrators
- Medical Assistance Providers



PROFILE OF VISITORS

❑ Hospitality & Wellness Industry

- Hotels & Resorts
- Wellness Centers
- Spa Operators
- Healthcare Hospitality Service Providers

❑ Government & Institutional Delegates

- Health Departments, Health Promotion Bodies
- Tourism Boards
- Trade Organizations
- Embassies

❑ Trade, Business & Distribution Networks

- Importers & Exporters
- Distributors
- Agents, Trading Companies
- Franchisees, Service Providers

❑ Media & Industry Stakeholders

- Press & Publications
- Healthcare media
- Trade Journals
- Industry Associations



Why Bangladesh - Facts & Figures

- ❑ **Bangladesh** is rapidly emerging as a **strategic hub** in the global health tourism landscape, uniquely positioned as both a major source market for **outbound medical travel** and a **promising destination for healthcare services**. With an estimated **600,000–700,000 Bangladeshis traveling abroad annually** for medical treatment, generating approximately **USD 3–4 billion in outbound healthcare expenditure**, the country represents one of the most **significant patient-exporting markets in South Asia**.
- ❑ This growing demand is now being complemented by **strong government initiatives** and **increasing private sector investment** aimed at developing domestic healthcare capacity. Significant improvements in hospital infrastructure, diagnostic capabilities, and specialized medical services are enabling Bangladesh to gradually retain a larger share of its healthcare spending, while simultaneously attracting **international partnerships and collaborations**.
- ❑ Bangladesh also continues to play a pivotal regional role as a key source market for neighboring countries, particularly India, where it consistently ranks among the top contributors to foreign patient arrivals, with healthcare travel being a primary driver. This regional connectivity further underscores the country's importance in the global medical tourism value chain.
- ❑ With a **rapidly expanding middle class**, **rising health awareness**, and **increasing demand for quality, cost-effective treatment**, Bangladesh offers a highly attractive environment for **international healthcare providers** and **medical tourism stakeholders**. Its competitive cost structures, improving healthcare ecosystem, and growing consumer base position it as a high-potential market for cross-border healthcare services.
- ❑ As the host of the 10th International Health Tourism & Services Expo Bangladesh 2027, the country provides an ideal platform to connect global healthcare providers with a targeted and motivated audience. The Expo will showcase Bangladesh's evolving healthcare landscape, strengthen international partnerships, and reinforce its position as a key gateway to the South Asian medical tourism market.





ABOUT CEMS-GLOBAL (ORGANIZER)

CEMS-Global USA is committed to organizing Professional B2B Trade Shows for important Business sectors of the trade and economy. CEMS-Global also assists Trade Associations, Governments, and businesses as an International Trade & Export Development Agency in international markets, including market research, export strategy development, partner identification, and trade promotion.

CEMS-Global has over three decades of experience in producing trade shows and conferences across multiple industries. Based in the United States, CEMS-Global operates worldwide, with a strong presence in North America, Asia, Africa, and Latin America. CEMS-Global also provides Strategic Consultancy that specializes in Business & Export expansion, Branding, Fostering industry collaboration, and creating opportunities to reach and expand business or exports in both established and emerging markets. With a reputation for professionalism and Global reach, CEMS-Global delivers high-quality, impactful events and Consultancy results that drive business growth and industry innovation.

Through its B2B exhibitions, CEMS Global creates opportunities for businesses to explore new markets, forge partnerships, and stay updated on industry trends and innovations. With its extensive experience and network, CEMS Global plays a vital role in driving economic growth and development in the regions where it operates.

In this span of over 3 decades, CEMS-Global has partnered with several Business Associations, Chamber of Commerce, Export Promotion Councils, International Trade Promotion organizations, and Governments. Our successful 40 Trade shows per annum in highly potential and developing countries of the world across four continents have benefited hundreds of thousands of Manufacturers, several Industry sectors and boosted International Trade & Development in many countries.



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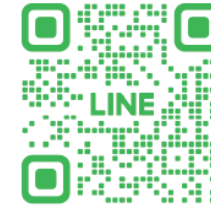
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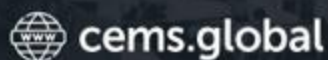
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