



International Forum: 'Prime Business Destinations: Investment, Innovations, and Business Process Improvement'

29th June, 2016 in Bad-Ems, Germany

PRESS-RELEASE

Through the initiative of Europe Business Assembly (EBA), Oxford, UK, the international community of business leaders and academics, global ranking, consulting, marketing and publishing centre, the international 'Prime Business Destinations: Investment, Innovations, Business Process Improvement' forum was held

on the 29th of June, 2016 in Bad-Ems, Germany. Amongst the organisers of the forum there was European Medical Association (EMA), Belgium, a distinguished professional healthcare association founded by doctors for doctors aiming to add European dimension to their professional and social life. Key-notes were made by Honourable members of the Academic Union Oxford. The Official Partner of the event was CRDB Bank Plc (Tanzania), the distinguished member and partner of the Europe Business Assembly.

Realizing its mission to provide practical dialogue via business development and networking between industry professionals, leading regional companies, investors and international experts EBA gathered together successful national businesses and medical care institutions from 22 world countries. The best

regional companies and financial institutions with solid professional reputations shared their success stories with the target audience of companies' CEOs and decision makers, and received well deserved European recognition from EBA experts and international business pools.

The investment and innovation forum was designed to provide a stage and networking opportunity for private sector, potential investors, innovators, healthcare, hospitality and medical travel industry leaders to discuss their strategic goals, technology needs, market philosophies, funding processes and lessons learned, with the intent of finding the materials match for future communication, innovation and partnership.





The format of the forum included: a working session with key-note presentations and panels dedicated to highlighting of 'Investment and Promotion Tools for Attractive Territories' and 'Healthcare: Traditions, Innovations, Quality and Certification'. Moderated by the lead experts of the Europe Business Assembly both cases demonstrated the actual issues and industry challenges; best professional practices and innovative achievements of forum delegates. The specialty of the event became the in-built Workshop Case, provided by prominent speakers from Academic Union Oxford:

- **Dr. Ian MacIntosh**, Co-founder, Honorary Fellow and immediate past President of the British Global and Travel Health Association (BGTHA), Editor-in- Chief of BGTHA, UK.
- **Dr. Vincenzo Costigliola**, President of the Academic Union, Oxford, President of the European Medical Association, President of the European Association for Predictive, Preventive and Personalized Medicine (EPMA), Moderator of the Medical Travel Sector to the European Parliament
- **Heinz Wehrle**, President 'Prime Business Destinations', Managing Partner, Horwath HTL, Switzerland **'How to Attract Investments into Your Hospitality Business'**. Hospitality Investments Guru with the world's known name in the sector presented modern updates in hospitality; future professional challenges; success factors for the hotel operation.

The final forum stage, Award Ceremony "Turning Achievements into Recognition" summed up the results of international competitions in business, economy and healthcare spheres. Europe Business Assembly acknowledged the best organizations, companies and personalities for their outstanding achievements in international relations, economy, politics, science and social life. The winners were presented with special EBA certificates and awards during the solemn ceremony accompanied with Gala dinner, traditional musical entertainment, photo/ video session and informal networking opportunities.

