

## Medical Korea 2022 focuses on future directions of global healthcare industry

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**A variety of inspiring content including speeches from global leaders**



Medical Korea 2022 will be held on March 10 and 11 at the Korea International Exhibition and Convention Center (Coex) in Seoul. The theme of Medical Korea 2022 is "Global Healthcare, a New Leap Forward", which will discuss in depth the changes and future of the global healthcare industry in the next new normal after the COVID-19 pandemic.

The conference covers six major themes, including 'New Leap in Global Medical Care,' and will be attended by 35 speakers. Discussions will be held on the changing trends of the global healthcare industry caused by the COVID-19 pandemic, and make prospects for future development.

In the first session, Author of 2030: How Today's Biggest Trends Will Collide and Reshape the Future of Everything, Judge School of Business, Cambridge University Chief Mauro F Guillen will deliver a keynote address on the evolution of the healthcare industry based on demographic change and technological advancement. Daniel Kraft, Chair of the Department of Medicine at Singularity University, Keith Pollard, Editor-in-Chief of the International Medical Tourism Journal (IMTJ) and Niels van Namen, Executive Vice President of Global Healthcare at CEVA Logistics will deliver speeches. All presentations for the first session will be pre-recorded and streamed online.

The conference will host 10 concurrent events including seminars for Korean medical institutions and companies looking to expand overseas to help them understand changes and trends in the global healthcare industry.

The business meeting will serve as a bridge between foreign buyers and Korean healthcare companies looking to attract more international patients and pursue the global expansion of their drug business.