

Malaysia seeks strategic global partnerships to enhance healthcare delivery

04 November 2022 | News

Explore potentials of Malaysia Healthcare at World Travel Market London 2022

Malaysia Healthcare is strengthening its global proposition for preventive healthcare via strategic partnerships at the World Travel Market 2022 (WTM) in London, being held from 7 to 9 November.

Malaysia's strong reputation as a destination for travel and healthcare attracted 1.06 million European tourists and 1.22 million healthcare travellers in 2019 alone, with the top 10 countries of arrivals to Malaysia for healthcare travel being Australia, Bangladesh, China, India, Indonesia, Japan, Singapore, Somalia, United Kingdom, and United States.

The country's niche treatment areas include cardiology, oncology, fertility, orthopaedics, neurology, and aesthetics such as bariatric treatments, as well as dental and other cosmetic services.

Also present at WTM are the country's tourism partners, including Tourism Malaysia and state tourism bodies from Sarawak, Sabah, Penang, Selangor, Johor, Perak and Melaka who work closely with Malaysia Healthcare, alongside leading private hospitals of Malaysia to provide a holistic and seamless healthcare experience through premium wellness packages.

Malaysia Healthcare Travel Council (MHTC) will also be signing a Memorandum of Understanding (MoU) with SHINON Healthcare, a leading medical assistance and healthcare consultant which assists patients to seek treatment outside of their country and act as their local guarding in the chosen destination.

With healthcare travel being a key economic driver for Malaysia, WTM provides a synergistic platform for interested international parties to pursue business collaborations with Malaysia's key stakeholders and realise opportunities for 2023 and beyond.