

For Immediate Release

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14 March 2008

## IMTA to Partner with Magenta Global

*MOU Creates Influential Conference, Association and Media Triumvirate for Medical Travel*

Singapore, 13 March 2008—The IMTA (International Medical Travel Association), presided by Dr. Steven Tucker (Medical Director of The West Clinic Singapore) yesterday inked an MOU agreement with global business information provider, Magenta Global, to help create and stage the one definitive annual Global Healthcare congress, “Global Healthcare 2009 – *Crossing International Borders*” to be held from 23 – 26 February 2009 in Singapore. Under the agreement, Global Healthcare 2009 (GHC ’09) has become the official conference of IMTA.

This linchpin partnership will help ensure the convening of the best minds and leading visionaries of the medical travel and global healthcare sectors, in a unique and dynamic B-2-B exchange.

“This partnership takes place at a very exciting time as the industry grapples with the challenges brought about with the new wave towards globalised healthcare” said Ms Maggie Tan, CEO of Magenta Global.

“Our exclusive affiliation with the Global Healthcare Conference will help us greatly expand our membership base,” said Steven Tucker, President of the Board of IMTA. “Through this partnership, we are closer to achieving our mission of helping to insure safe, regulated international healthcare for patients, providers and payers.”

The GHC09 Program Advisory Board is chaired by Ms. Maggie Tan, CEO of Magenta Global and comprises luminaries in globalized healthcare, including

- Vishal Bali, CEO of the Wockhardt Hospitals (India)
- Mack Banner, CEO of Bumrungrad Hospital (Thailand)
- David Boucher, Assistant Vice President of Companion Global Healthcare (USA)
- Dato’ Dr. K. Kulaveerasingam, Board Member and Chairman of Tourism & Database, APHM (Malaysia)
- Dr. Sanjiv Malik, Regional Director of Max Healthcare (India)
- Dato’ Dr. Jacob Thomas, Medical Group Advisor of SJMC, Sime Darby Sdn Bhd (Malaysia)
- Dr. Steven Tucker, President of the IMTA (Singapore)
- Josef Woodman, Author, *Patients Beyond Borders* (USA)
- Dr. Ming-Yen Wu, CEO of Taiwan Medical Travel Task Force (Taiwan)
- Dr. Jason Yap, Director of Healthcare, Singapore Medicine (Singapore)

“We will utilize this partnership to bring together a critical mass of industry leaders—payers, providers, manufacturers and third-party intermediaries, to address key issues, bring deals to the table, and move the industry forward,” said Josef Woodman, Co-Chair of the GHC09 Program Committee and author of *Patients Beyond Borders*.

Magenta Global is a media and business information provider, bringing pragmatic and innovative information to business executives and professionals worldwide. The organisation events provide the opportunity to share thought provoking insights, exchange ideas on the latest industry trends and technological developments with thought leaders and peers. The organization most recently hosted the highly successful *Medical Travel World Congress 2008* in Kuala Lumpur, Malaysia (26 – 28 February 2008) where leading players in the global healthcare arena freely shared insights into salient issues toward charting the industry forward when crossing international borders.

The International Medical Travel Association (IMTA) established in 2006 is an industry forum for healthcare providers and members of the hospitality industries ( airlines, hotels, travel agents) to strengthen linkages for the betterment of patient care.

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