

## 「2019 高雄醫療觀光國際研討會」議程

### 2019 Kaohsiung International Conference on Medical Tourism Agenda

本研討將邀請多位國內外致力於醫療觀光議題的專家，解析國際發展趨勢，並分享推動經驗。期望透過研討會借鏡國際間的推動經驗，檢視國內的機會與條件，並構思未來發展的方向。

This conference will feature a number of local and international experts dedicated to medical tourism. They will explain this growing trend and share their experience promoting it. Through this event, attendees will have a chance to look at our opportunities and criteria from a domestic level to plan for the direction of future development.

#### || 指導單位 **Advisors** ||

高雄市政府衛生局、高雄市政府觀光局

Department of Health, Kaohsiung City Government, Tourism Bureau of Kaohsiung City Government

#### || 主辦單位 **Organizers** ||

義大醫療財團法人義大醫院、中華民國對外貿易發展協會  
E-Da Hospital, Taiwan External Trade Development Council

#### || 協辦單位 **Co-organizers** ||

衛生福利部國際醫療管理工作小組、長庚醫療財團法人高雄長庚紀念醫院、高雄醫學大學附設中和紀念醫院、高雄榮民總醫院、阮綜合醫療社團法人阮綜合醫院

Taiwan Task Force for Medical Travel, Kaohsiung Chang Gung Memorial Hospital, Kaohsiung Medical University Chung-Ho Memorial Hospital, Kaohsiung Veterans General Hospital, Yuan's General Hospital

#### || 會議日期 **Date** ||

2019 年 8 月 23 日(五)

Friday, August 23, 2019

#### || 會議地點 **Venue** ||

義大癌治療醫院 6F 大講堂（高雄市燕巢區角宿里義大路 21 號）

E-Da Cancer Hospital 6 Floor Auditorium (No. 21, Yi-Da Road, Jiao-Su Village, Yan-Chao District, Kaohsiung City, Taiwan)

## || 會議議程 Agenda ||

時間 Time	分鐘 Mins	議程 Agenda	
0900-0930	30'	報到 Check-In	
0930-0945	5'	開幕致詞 Opening Remarks	鄭勝峰峯副院長（義大醫療財團法人義大醫院） Seng-Feng Jeng, Vice Superintendent, E-Da Hospital
	5'		葉明水秘書長（中華民國對外貿易發展協會） Ming-Shui Ye, President & CEO, Taiwan External Trade Development Council (TAITRA)
	5'		邀請中（高雄市政府） TBD
0945-1000	15'	大合照 Group Photo	
1000-1040	40'	(1)專題演講 Keynote Speech	主持人：葉明水秘書長（中華民國對外貿易發展協會） 主題：南韓政府推動醫療觀光的角色扮演及關鍵作為 主講人：邀請中（南韓） Moderator: Ming-Shui Ye, President & CEO, TAITRA Topic: South Korean Government's Role and Key Actions in Promoting Medical Tourism Speaker: TBD
1040-1100	20'	茶敘 Tea Break	
1100-1140	40'	(2)專題演講 Keynote Speech	主持人：吳友仁部長（長庚醫療財團法人高雄長庚紀念醫院） 主題：主題：泰國曼谷醫院醫療觀光的行銷策略 主講人：邀請中（泰國） Moderator: Yu-Jen Wu, Director of Dentistry, Kaohsiung Chang Gung Memorial Hospital Topic: Marketing Strategies for Medical Tourism at Bangkok Hospital Speaker: TBD
1140-1220	40'	(3)專題演講 Keynote Speech	主持人：吳登強副院長（高雄醫學大學附設中和紀念醫院） 主題：林口長庚紀念醫院醫療觀光的行銷策略 主講人：賴旗俊副院長（長庚醫療財團法人林口長庚紀念醫院） Moderator: Deng-Chyang Wu, Vice



			<p>Superintendent, Kaohsiung Medical University Chung-Ho Memorial Hospital</p> <p>Topic: Marketing Strategies for Medical Tourism at Linkou Chang Gung Memorial Hospital</p> <p>Speaker: Chi-Chun Lai, Superintendent, Linkou Chang Gung Memorial Hospital</p>
1220-1330	70'	午餐 Lunch Break	
1330-1410	40'	(4)專題演講 Keynote Speech	<p>主持人：柯成國院長（阮綜合醫療社團法人阮綜合醫院）</p> <p>主題：中國醫療市場剖析</p> <p>主講人：陳宏勛總經理（上海世瑞方華醫院管理諮詢有限公司）</p> <p>Moderator: Chen-Guo Ker, Superintendent, Yuan's General Hospital</p> <p>Topic: Analysis of Healthcare Industry in China</p> <p>Speaker: Hong-Xun Chen, General Manager, HCM Consulting Company</p>
1410-1450	40'	(5)專題演講 Keynote Speech	<p>主持人：邀請中（高雄榮民總醫院）</p> <p>主題：花蓮慈濟醫院推展醫療觀光的經驗分享</p> <p>主講人：劉鴻文副主任（花蓮慈濟醫院）</p> <p>Moderator: TBD, Kaohsiung Veterans General Hospital</p> <p>Topic: Medical Tourism Development - Experience of Hualien Tzu Chi Hospital</p> <p>Speaker: Hung-Wen Liu, Director of Occupational Medicine, Hualien Tzu Chi Hospital</p>
1450-1510	20'	茶敘 Tea Break	
1510-1550	40'	(6)專題演講 Keynote Speech	<p>主持人：鄭勝峰峯副院長（義大醫療財團法人義大醫院）</p> <p>主題：台灣醫療觀光發展現況與挑戰</p> <p>主講人：吳明彥執行長（衛生福利部國際醫療管理工作小組）</p> <p>Moderator: Seng-Feng Jeng, Vice Superintendent, E-Da Hospital</p> <p>Topic: The Current Situation and Challenges of Medical Tourism Development in Taiwan</p> <p>Speaker: Ming-Yen Wu, CEO, Taiwan Task Force on Medical Travel (TTFMT)</p>
1550-1650	60'	專題研討	<p>主持人：柯成國院長、吳登強副院長</p>

		Panel Discussion	<p>主題：醫療觀光之產業環境、內部條件及未來發展趨勢</p> <p>與談人：</p> <ol style="list-style-type: none"> <li>1. 邀請中（南韓）</li> <li>2. 邀請中（曼谷）</li> <li>3. 賴旗俊副院長</li> <li>4. 吳明彥執行長</li> </ol> <p>Moderators: Cheng-Guo Ker, Superintendent, Yuan's General Hospital and Deng-Chyang Wu, Vice Superintendent, Kaohsiung Medical University Chung-Ho Memorial Hospital</p> <p>Topic: Current Environment of Medical Tourism-Criteria and Future Development</p> <p>Panelists:</p> <ol style="list-style-type: none"> <li>1. TBD</li> <li>2. TBD</li> <li>3. Chi-Chun Lai, Superintendent, Linkou Chang Gung Memorial Hospital</li> <li>4. Ming-Yen Wu, CEO, TTFMT</li> </ol>
1650-1700	10'	閉幕結語 Closing Remarks	<p>梁正隆國際長（義大醫療財團法人）</p> <p>Cheng-Loong Liang, Dean of International Affairs, E-Da Healthcare Group</p>

### || 注意事項 Notices ||

1. 報名日期：即日起至 2019 年 7 月 29 日(一)（或額滿為止）。  
Registration Deadline: Until July 29, 2019 (or when the maximum number of registrations has been reached).
2. 本活動不收取報名費用，請事先報名，恕不接受現場報名。報名完成後，系統將寄出一組報名序號到您指定的電子郵件地址，活動當天將依此序號報到。  
Advance online registration is required for this free event. On-site registration will *NOT* be available. Once completed, the system will send your registration number to your designated email address. Please use this number when you check in on the day of the event.
3. 若有相關議題欲與主講人交流，請利用線上報名的「提問議題」，俾利主辦單位於活動前彙整。  
If you have questions related to the speaker's topic, please note your question in the "Questions for the Speaker" column on your online registration form so we can collect and organize them prior to the event.
4. 本活動全程以英文進行。  
This conference will be conducted in English.

5. 為響應環保，本活動不提供紙本手冊，請於活動前一週前至以下連結下載。  
For the protection of our environment, copies of the conference program will be available 1 week before the event by clicking on the link the below.
6. 為尊重主講的智慧財產權，本活動禁止私自錄音、攝錄影或直播。  
For intellectual property concerns, photos, videos and livestreaming are forbidden during the event.
7. 本活動將提供午餐及茶點。  
Lunch and refreshments will be provided during the event.
8. 若有任何疑問，歡迎來電詢問，(07) 615-0011（陳高專）#5760、（余管理師）#5762、（黃管理師）#5763。  
If you have any questions, please call Helen Chen at (07) 615-0011 (Ext. 5760), Peggy Yu (Ext. 5762), or Anthea Huang (Ext. 5763).

|| 線上報名 Online Registration ||

<https://www.edah.org.tw/ehgipc/>

|| 手冊下載 Program ||

|| 交通資訊 Directions ||

1. 從高鐵左營站：  
From HSR Zuoying Station:
  - 搭乘計程車（單程費用約 300~350 元）。  
Taxi NT\$300.00~350.00 (approximate fare) one-way
  - 搭乘義大客運（E03(A)）（單程費用約 30 元）。  
E-Da Bus (E03A) NT\$30.00 one-way fare  
([http://www.edabus.com.tw/Information\\_Timetable.aspx](http://www.edabus.com.tw/Information_Timetable.aspx))
2. 自行開車：  
By Car:





