

# BEBKA News

Bursa Eskişehir Bilecik Development Agency

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## The land of remedy is awaiting its visitors



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### HEALTH TOURISM DISCUSSED in DETAIL

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### "BUSAT LEADS THE HEALTH TOURISM"

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# BURSA MEDICAL TOURISM STUDIES

*A Master Plan is prepared to demonstrate the potential of Medical Tourism and targets are revealed with an Action Plan.*

*Bursa Health Tourism Master Plan study was launched by BEBKA on September 2013, in order to assess the potential of health tourism in Bursa, and to mobilize this potential, with the coordination of Governorship Bursa and support of Bursa Provincial Health Directorate, Bursa Medical Tourism Association (BUSAT), Bursa Chamber of Commerce and Industry (BCCI), Association of Public Hospitals and Uludağ University. It was aimed to identify the opportunities Bursa has and to assess how these opportunities can be used for health tourism. In this study, it was*

*assessed to determine how Bursa can make a difference in the current market, and a road map was created to make Bursa a brand in health tourism with its thermal facilities and healthcare establishments.*

## **A PARTICIPATORY PROCESS**

*In Bursa, with the aim of developing health tourism sector, to identify the current situation, face to face interview surveys were held with the stakeholders. Separate online surveys for thermal facilities and private hospitals were presented to the opinions of senior industry representatives in scope of*

*Bursa Provincial Health Tourism Master Plan. Also a workshop was organized with the attendance of all stakeholders.*



# BEBKA HAS DISCUSSED HEALTH TOURISM IN DETAIL

*'Health Tourism Quality and Success Seminar' organized by BEBKA, brought together professionals with sector representatives.*

*While the work continues for Turkey and Bursa on getting the fair share in the world health tourism sector, Bursa Eskişehir Bilecik Development Agency (BEBKA) brought together industry stakeholders and professionals in Health Tourism Quality and Success Seminar. In the seminar, held on May 29th,*

*International Advisory Board Manager of Temos, which is the independent quality certification association for medicine and medical tourism, shared her worldwide experiences. Foreign Trade Experts of Ministry of Economy Gizem Şaman also shared information about 'Health Tourism*

*Government Grants and Aids'. Speaking at the opening, the Secretary General of BEBKA Tamer Değirmenci stated, "Bursa, has a great potential in health tourism. Starting from this idea, we completed the Health Tourism Master Plan and Action Plan. The aim of this study is, to raise awareness about health tourism, and to help increasing the level of relevant technical information. Health tourism should not be viewed as just to host tourists; treatment phase is also of great importance. There are very serious incentives available by our Ministry of Economy about this subject."*



# THE LAND OF REMEDY IS AWAITING ITS VISITORS

Bursa, Eskişehir and Bilecik had decided to get their rightful piece in the market of world health tourism by using their resources efficiently.



## BURSA AIMS TO BE A BRAND IN HEALTH TOURISM.

Bursa, among the 3 cities that has a potential to be a brand in health tourism has locked onto being one of the important centers in health tourism. Bursa Governorship and Bursa Health Tourism Association while playing a significant role in the study, Bursa Eskişehir Bilecik Development Agency (BEBKA) prepared the Bursa Health Tourism Master Plan. Bursa relies most in its thermal potential regarding health tourism. Apart from its hot springs, historical and natural beauties that provided its touristic character, countless healing water springs are scattered around its center and neighboring provinces, attracting tourists in all 4 seasons. Bursa's most reliable project that will achieve its targets regarding health tourism is Dağyenice Thermal Holiday Village Project. While plans are being completed, 662 hectares of land has been announced as tourism area by the Ministry of Culture and Tourism. Private Sector also keeps investing in tourism in Bursa.



## ESKIŞEHİR IS TRYING TO REVEAL ITS THERMAL POTENTIAL.

Even though Eskişehir is lucky in terms of its resources regarding health tourism, it is having a hard time to accurately assess its potential. However, in recent years, studies began to be made in this regard. In Eskişehir,



a total number of 16 hospitals are in service, consisting of 9 Ministry of Health, 1 University, 1 Military, and 5 private hospitals, one public and one private dental hospital, with 3,545 beds and 1,595 physicians, and 5407 other health staff. The city center still being rich in thermal hot springs, which are used in baths, are scattered on the surface of the city, including its provinces and center.



## BİLECİK'S TOURISM SHARE IS INCREASING

Bilecik continues to work to come to the place it deserves regarding tourism, by introducing its historic features and natural beauty. In this sense, Bilecik, which is trying to get a share on health tourism also, has limited possibilities. In Bilecik, there are 81 public hospitals and



16 private healthcare providers. Bilecik does not have an active thermal facility operating. However, works are being done by Bilecik Provincial Administration in Osmaneli-Selçikler mineral springs and Söğüt-Çaltı hot springs which have potential in health tourism.



# BUSAT LEADS THE HEALTH TOURISM

*Dr. Metin Yurdakoş, the president of Bursa Health Tourism Association (BUSAT), who carried out important works in Bursa in order to reach city's goals of health tourism, said that Bursa will find its rightful place in this area.*

*While Bursa is aiming to be a brand in health tourism, Bursa Health Tourism Association (BUSAT), founded in 2011, is putting in good efforts aimed at the same purpose. Dr. Metin Yurdakoş, president of*

*BUSAT and development council member of BEBKA, has stated that they are working to make the city a global brand for health services, and there is an increase in the number of health tourists coming to Bursa, after the establishment of BUSAT. He said that "BUSAT has gained ground with all the city dynamics towards those goals." Foreign patients treated in Bursa has increased 5 times in 2013 compare to 2011. Soon Bursa will attain its thermal cure centers where hot springs and modern physical therapy and rehabilitation practices are combined, and will reach its rightful place with spas, wellness centers and historical hot springs.*

*Dr. Yurdakoş, said:*

*"Medical tourism is a very important sector for the future. It has to be included as a priority in the future of Bursa which has many advantages. The thermal resources we have, are very important treasure that will help Bursa to stand out from its competitors. It should be considered a flagship in health tourism. Currently, thermal waters and our natural, cultural and historical riches in this regard, carry us to an advantageous position. "*



# THE FIRST REGIONAL CLUSTER MEETING WAS HELD IN BURSA

*BEBKA, which carried out important work regarding clustering, held the first "Regional Cluster Meeting" in Bursa in order to provide experience sharing between existing clusters. Meetings will continue periodically in the provinces of the region.*

*Bursa Eskişehir Bilecik Development Agency (BEBKA) held the 1st Regional Cluster Meeting in Bursa with the attendance of representatives of enterprises that are clustered or have the potential to cluster in Bursa, Eskişehir and Bilecik. In this day-long program, Tamer Değirmenci, the*

*Secretary General of BEBKA, made an opening speech, stated that BEBKA is working with businessman associations, trade and industry chambers and said: "BEBKA is one of the institutions that prioritize and contribute in clustering in order to improve global competitiveness of our region."*

*Ministry of Economy, SME and Clustering Department Head, Emrah Sazak has emphasized on the developing role of clustering on competition and cooperation, and stated that Ministry of Economy and development agencies can make more cooperation in this regard.*



# FORCES WILL BE JOINED WITH HESSEN TRADE & INVEST

*BEBKA and Hessen Trade & Invest GmbH, signed a protocol on cooperation in many areas particularly trade and investment opportunities, including information sharing.*

*Bursa Eskişehir Bilecik Development Agency (BEBKA) and Hessen Trade & Invest GmbH, (HTAI) have signed a cooperation protocol.*

*Protocol was signed by BEBKA Secretary General Tamer Değirmenci and HTAI CEO Dr. Rainer Waldschmidt.*

*Speaking at the ceremony, Bursa Governor Münir Karaloğlu said: “*

*The reason of this partnership and forcing them to bring together is the weight of Hessen in the German economy, similarly Bursa being the leading force in the Turkish economy.*

*Two regions have the power for cooperation in*

*many areas. Both countries will benefit from the co-operation of these regions.”*

*Hessen Economy, Energy, Transport and Regional Development Deputy Minister Mathias Samson expressed that SMEs are the backbone for Germany and added, “For Germany, SMEs constitute the backbone of the German economy indeed. Therefore, cooperation agreement signed this evening carries great importance to support SMEs. Because SMEs should be supported to open up new markets . Within the framework of the cooperation*



*protocol signed between these two development agencies will enable us to give a lot more support the SMEs.”*

*The protocol includes articles on information sharing, particularly in trade and investment opportunities, boosting inter-firm relations, experience share in regional development and cooperation in the fields of energy, tourism, environment, sectorial analysis, R&D and innovation.*

# BEBKA BECAME A MEMBER OF WAIPA

*BEBKA, taking an important step in promoting the region to foreign investors, became a member of World Association of Investment Promotion Agencies (WAIPA). With the new decision of delegations, WAIPA’s headquarter will be relocated to Istanbul.*

*Bursa Eskişehir Bilecik Development Agency (BEBKA) became a member of The World Association of Investment Promotion Agencies (WAIPA) which has 244 national and local investment-promotion agencies from 162 different countries. In January 2014, in the board meeting of WAIPA held*

*in Cape Town, Republic of South Africa, Investment Support and Promotion Agency of Turkey (TYDTA) was unanimously elected as the president of WAIPA. Also in the general assembly took place in May 14th, 2014, which took place in Istanbul, it’s been adopted unanimously to move the*

*headquarter of WAIPA, from Geneva to İstanbul as of January 1st 2015.*

*WAIPA President İlker Avcı, said the following in his speech after the election, “After this decision, İstanbul will become the center of the organization, appealing directly to senior management agencies*



*of 162 countries of the world. Thus, one of the most important reference organizations regarding international direct investments (FDI) will announce its reports to the world from Turkey, and one of the world’s most prestigious International Direct Investment (FDI) organization will be held in Turkey, every two years.”*



# 2014 FINANCIAL SUPPORT PROGRAM EVALUATION IS COMPLETE

*BEBKA has approved 71 selected and 15 reserve projects earned the right to obtain financial support regarding the year 2014 financial support program worthy of 50 million TRY.*



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*Bursa Eskişehir Bilecik Development Agency (BEBKA) Board of Directors, at its meeting on April 24 2014 in Eskişehir, has*

*approved 71 selected and 15 reserve projects earned the right to obtain support regarding the year 2014 financial support program worthy of 50 million TRY.*

*BEBKA, apart from its regional development planning and orientation activities, also supporting projects with proposal calls for projects, will not just support the projects*



*of SMEs but also of nonprofit organizations (public institutions, industry and commerce associations and foundations etc.)*

## PROJECT IMPLEMENTATION SEMINARS WAS GIVEN

*The monitoring activities carried out by agencies during the implementation period of the projects has huge importance for the projects to be completed as planned and grants to be used efficiently.*

*“Project Implementation Seminars” directed at the registry of the establishments gained the right to obtain financial support in scope of 2014 Financial Support program, were carried out in three cities. Information given in seminars, with the attendance of about 140 people, regarding rules and*



*principles of the support program, methods and principles of grant payments, and the parties’ rights and obligations within the contract between the beneficiary and the development agency.*

# OUR REGION IS PROMOTED IN DUBAI

*BEBKA, promoted Bursa, Eskişehir and Bilecik, with all their glory in one of the world's most important tourism fairs, Dubai Arabian Travel Market Fair.*



*Bursa Eskişehir Bilecik Development Agency (BEBKA) has attended the 21st Dubai Arabian Travel Market (ATM) between 5 and 8 May 2014, and made important contacts for the promotion of Bursa, Eskişehir and Bilecik. Being one of the most important exhibitions of the Arab world, with its newly opened area, reached a total of 23.500 square meters, has brought together 120 new participants and 2.500 tourism professionals. Turkey has joined the exhibition with Culture and Tourism Ministry, Turkish Airlines, TUROB and other tourism organizations, travel agencies, hotels, and regional development agencies. BEBKA has promoted our region's culture, tourism, historical and geographical values*

*and tourism investment opportunities to 87 countries participated in the fair and representatives of the tourism industry within the 40 square meters area. BEBKA stand has been the focus of attention for many domestic and foreign tourism industry representatives. Participating in the exhibition and conducting a series of interviews in Dubai, BEBKA Board members, Bursa Governor Munir Karaloğlu, Bilecik Governor Ahmet Hamdi Nayir and BEBKA Development Council Chairman Hasan Çepni, were accompanied by BEBKA Secretary General Tamer Değirmenci and Department Manager Hakan Aksoy.*

# INDUSTRIAL SYMBIOSIS STUDIES CONTINUES

*In scope of industrial symbiosis project, aiming to share and to optimize resources among establishments, BEBKA and TTGV officials held meetings in Bursa, Eskişehir and Bilecik.*

*In scope of industrial symbiosis project, aiming for efficient usage of resources and to maintain regional development, with the cooperation of Bursa Eskişehir Bilecik Development Agency (BEBKA) and Technology Development Foundation of Turkey (TTGV), BEBKA and TTGV officials held meetings in Bursa, Eskişehir and Bilecik including the Provincial Directorates of Environment and Urban Planning, Municipalities, Water and Sewerage Administrations and Organized Industrial Region Directorates.*

*In the interviews, BEBKA and TTGV shared information with the institution represen-*

*tatives regarding the industrial symbiosis project in the region and discussed cooperation opportunities.*

