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Islamic Chamber of Commerce and Development  
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SUSTAINABLE  
TOURISM  
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# MEDICAL TOURISM CONFERENCE

Serving Global Patients with Paramount Quality Services



Sustainable Tourism Forum – STF

# EXECUTIVE SUMMARY



According to Global Healthcare Insights, the international medical tourism market is projected to grow from \$144.5 billion in 2024 to over \$700 billion by 2033.

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The tourism industry globally contributes 10% to the world's GDP, accounting for 330 million jobs and 28.3% of global services exports.

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Factors such as rising healthcare costs in developed countries, long wait times, and the increasing demand for specialized treatments are driving a paradigm shift toward cross-border medical care solutions.

Given the growing demand for ethical, affordable, and high-quality medical care, ICCD's landmark event under the "Tea for Tourism" series focused on the theme of "Serving Global Patients with Paramount Quality Services." The Medical Tourism Conference 2025, held at ICCD Headquarters in Karachi, brought together healthcare leaders, pharmaceutical innovators, tourism experts, and policymakers from across Pakistan and OIC member states to explore Pakistan's potential as a sustainable and faith-aligned medical tourism destination.

Through strategic panel discussions, technical workshops, and high-level networking, the event analyzed the complex intersection of healthcare, branding, regulation, and tourism infrastructure. The agenda featured prominent voices including senior government officials, CEOs of major hospitals, international pharmaceutical leaders, and academic experts, all united in charting a future-forward roadmap for ethical and patient-centered medical tourism.

Key recommendations included the formation of a Medical Tourism Council, establishing international accreditation frameworks, creating digital facilitation platforms, and promoting wellness tourism zones. This pioneering event positioned Pakistan as a proactive stakeholder in the global medical tourism dialogue, blending tradition, technology, and trust.



# FACTS & FIGURES



## Date & Venue

July 15, 2025  
ICCD Headquarters,  
Karachi.



## Speakers

15+ industry leaders,  
government officials, and  
international experts.



## Participants

200+ professionals from  
healthcare, tourism,  
pharma, & public sector.



## Panel Discussions

1 High-Level Panel on  
Sustainable Medical  
Tourism.



## Countries Represented

Participants included  
diplomats and delegations  
from OIC member states.



## Technical Workshops

3 Focused sessions on  
digitization, innovation,  
and healthcare risk.

## Introduction

ICCD's latest event under the "Tea for Tourism" series on the theme of "Serving Global Patients with Paramount Quality Services" brought together visionary healthcare leaders, tourism experts, and policymakers to explore the transformative potential of ethical and sustainable medical tourism in the OIC region. Key speakers emphasized the role of accreditation, innovation, and cross-sector collaboration in establishing Pakistan as a trusted destination for patient-centered global healthcare services.

# KEY SPEAKERS



## **H.E. Mr. Saquib Fayyaz Magoon**

Senior Vice President, FPCCI

"Pakistani doctors are world-class experts, and we can earn substantial foreign exchange through medical tourism, just like Turkiye, India, Iran, and China."



## **H.E. Mr. Muhammad Atif Hanif**

President & CEO, Al Baraka Bank Pakistan Limited

"ICCD's commitment to inclusive socio-economic development is inspiring. We are ready to finance ethical, halal, and accessible healthcare ventures."



## **H.E. Ms. Saima Agha**

Parliamentary Secretary, Sindh

"With robust infrastructure and e-visa access to 191 countries, Pakistan is ready to lead in global medical tourism with compassion and service excellence."



## **H.E. Lt. Gen. (Rtd) Sardar Hassan Azhar Hayat**

Managing Director, Green Tourism Pvt. Ltd.

"Pakistan needs a comprehensive medical tourism policy framework. Globally, rising healthcare costs and wait times are pushing patients to seek affordable, quality care abroad."



## **Mr. Zubair Tufail**

Former President, FPCCI

"Medical tourism in Pakistan has enormous potential. From ICCD's platform, we've already taken this conversation to Turkiye, Iran, and now, at home."

# POLICY RECOMMENDATIONS

1

## Establish a Medical Tourism Council

Set up a national-level Medical Tourism Council under a public-private partnership model to guide policy formulation, oversee accreditation, coordinate cross-sector collaboration, and represent Pakistan on international platforms related to health and wellness tourism. (Zubair Tufail, ICCD Keynote Recommendations)

2

## Introduce International Accreditation & Regulatory Standards

Implement internationally recognized accreditation systems (e.g., JCI, Healthcare Commission) for healthcare institutions serving global patients. Regular re-certification, professional background checks, and performance evaluations should be institutionalized to ensure continuous quality improvement. (Dr. Habib-Ur-Rahman, Dr. Farhat Abbas)

3

## Develop a Digital Medical Tourism Facilitation Platform

Launch a centralized digital portal that offers international patients a seamless experience integrating appointment booking, visa support, hospital comparisons, treatment packages, interpreter services, and post-care coordination. (Dr. Zakiuddin Ahmed, Panel Recommendations)

4

## Facilitate Visa Access & Improve Border Experience

Ease medical visa issuance and remove diplomatic hurdles, especially for patients from high-potential markets such as Africa, Central Asia, and the Gulf. Establish dedicated counters at airports, enhance immigration training, and ensure a hospitality-oriented experience for incoming patients. (Shafique Ur Rehman, Zahid Saeed)

5

## Brand Pakistan as a Destination for Healing

Launch a national branding campaign positioning Pakistan as a hub of compassionate, faith-aligned, and affordable medical care. Emphasize the blend of modern healthcare, hospitality, and cultural values. This should be supported through storytelling, global outreach, and diaspora engagement. (Salman Javed, Dr. Farhat Abbas)

6

## Human Capital Development through Joint Training Programs

Establish collaborative training programs between the Armed Forces and civilian institutions to build a robust healthcare workforce. Focus on producing world-class technicians, nurses, and paramedics, and promote education tourism to attract foreign students in medical fields. (Salman Javed, Dr. Habib-Ur-Rahman)

7

## Support Pharmaceutical Exports and Research Collaboration

Enable policy frameworks to accelerate pharmaceutical exports, promote local branding, and facilitate international clinical trials and contract research. Address bottlenecks at borders and ease regulatory restrictions for trial approvals. (Zahid Saeed – Indus Pharma)

8

## Conduct National Gap Analysis Across the Ecosystem

Undertake a comprehensive gap analysis across all components of the patient journey, embassies, visa processing, communication channels, food and transport, healthcare institutions, and regulation. Use this analysis to align national capabilities with international patient expectations. (Dr. Farhat Abbas – "Clean House" Model)

# PANEL DISCUSSION HIGHLIGHTS

## Sustainable Practices & Opportunities in Medical Tourism

The panel discussion explored the critical enablers and barriers shaping the future of medical tourism in Pakistan. Key focus areas included patient-centric branding, international accreditation, visa facilitation, pharmaceutical export integration, and the role of trained human capital. The session featured leading voices from healthcare, pharma, and tourism who offered actionable insights to position Pakistan as a trusted global destination for faith-aligned medical care.



# PANEL DISCUSSION HIGHLIGHTS

**Dr. Farhat Abbas CEO, Aga Khan University Health Services,** emphasized the foundational role of quality and empathy in building Pakistan's global healthcare identity.



**Quality and empathy must be the core of Pakistan's medical branding."**

Underscored the need for strong national accreditation systems and recommended a sector-wide gap analysis covering supply, demand, infrastructure, and international patient expectations to ensure system-wide readiness for medical tourism.

**Dr. Habib-Ur-Rahman Chairman, Shifa International Hospitals,** outlined how effective healthcare branding goes beyond visual identity and builds lasting trust.



**"Telemedicine and robotic surgery will redefine patient outreach."**

Discussed the success of Shifa's branding model anchored in JCI accreditation, integrated services, and staff validation systems. He called for proactive reputation management tools and regular re-certification of healthcare professionals to meet global expectations.

**Shafique Ur Rehman CEO, Rehman Medical Institute,** highlighted structural bottlenecks facing international patients and private hospitals.



**"A unified licensing and insurance model will boost patient confidence."**

Emphasized that the private sector delivers over 60% of healthcare in Pakistan and must be recognized as a strategic stakeholder. He called for urgent reform in medical visa processing and documentation requirements to increase patient inflow.

**Zahid Saeed Chairman & CEO, Indus Pharma (Pvt.) Ltd.,** detailed the pharmaceutical sector's surge in export potential and its close ties to health and education tourism.



**"Local pharmaceutical excellence is an asset for integrated care."**

Shared that Pakistani pharma exports grew 52% in one year, driven by diaspora doctors and brand recognition in regional markets. He proposed removing trade barriers at the Afghan border, supporting international clinical trials, and leveraging pharmacy graduates abroad to expand reach.

# PANEL DISCUSSION HIGHLIGHTS

**Salman Javed Convener, FPCCI Standing Committee on Tourism Economy,** focused on building healthcare human capital as a catalyst for growth.



**“We must brand Pakistan as a destination for healing, not just tourism.”**

Proposed public-private training programs utilizing military medical infrastructure to develop skilled paramedics and technicians. He further stressed the importance of linking education tourism, healthcare workforce development, and tourism infrastructure to attract international patients and students.

**Moderator: Ms. Azra Maqsood Former COO, NICVD**



**“It is not just about medical care, it’s about trust, dignity, and a seamless healing journey.”**

Led the session with thought-provoking questions that connected accreditation, infrastructure, patient experience, and national branding.



# TECHNICAL WORKSHOPS

The Medical Tourism Conference 2025 featured specialized technical workshops designed to explore cutting-edge strategies and practical solutions that can elevate Pakistan's healthcare ecosystem to global standards. These sessions offered participants in-depth knowledge on emerging trends and system-level improvements for medical tourism and patient care.

## DIGITIZATION IN PRIMARY HEALTHCARE



**Mr. Faheem Khan, CEO, Shine Humanity Pakistan,** led an impactful session focused on leveraging technology to improve access and efficiency in basic healthcare delivery. He shared how Shine Humanity's work in underserved areas has proven that data digitization, teleconsultation, and digital patient records are game-changers for both domestic and international care coordination.

**"Digitization is not a luxury, it is the foundation of scalable, inclusive healthcare," he emphasized.**

## PATIENT-CENTRIC & INNOVATIVE MEDICAL TOURISM



**Dr. Zakiuddin Ahmed, CEO, Digital Care; Director, Riphah Institute of Healthcare Improvement & Safety; Convenor, Health Asia,** delivered a compelling session on redefining medical tourism through innovation and empathy. He introduced global best practices in telemedicine, personalized care journeys, and faith-aligned service models that blend quality with compassion.

**"To lead in medical tourism, we must focus on experience, not just treatment. That means digital convenience, ethical branding, and patient dignity," he noted.**

## HEALTHCARE RISK MANAGEMENT & ACCREDITATION



Dr. Sarwat Mumtaz, Associate Professor, Ziauddin University, highlighted the critical importance of institutional governance, safety protocols, and international accreditation in earning global patient trust. Her session outlined frameworks for clinical quality control, emergency preparedness, and malpractice mitigation, particularly in the context of cross-border medical care.

**“Healthcare excellence is built on trust, and trust begins with accountability, training, and continuous quality audits,” she said.**

These technical sessions provided healthcare professionals, policy advisors, and sector innovators with tools and roadmaps to strengthen their institutions’ medical tourism readiness, and reflected ICCD’s vision for competence-driven, patient-centric transformation.



# NETWORKING SESSION

The afternoon networking session provided an extended window for high-level engagement between hospital administrators, pharmaceutical representatives, medical university faculty, and tourism stakeholders. The session was designed to foster cross-sector partnerships, investment discussions, and future project ideation.

## PARTICIPANTS EXPLORED

01

**Investment models in halal-certified wellness infrastructure**



02

**Potential collaborations for digital health pilot**



04

**Medical education exchange opportunities within the OIC**



03

**Joint ventures for diaspora-focused clinics abroad**



## ABOUT THE CONFERENCE

"Tea for Tourism – Medical Tourism Conference", held on July 15, 2025 at the ICCD Headquarters in Karachi, marked a flagship gathering in ICCD's Tea for Tourism series, dedicated to positioning Pakistan as a hub for sustainable and faith-aligned medical tourism. Organized in collaboration with FPCCI and strategic partner Al Baraka Bank Pakistan, the full-day event convened over 200 participants from across the country and OIC member states - including healthcare professionals, policymakers, diplomats, private sector leaders, tourism experts, and medical students.

# NETWORKING SESSION

## THE CONFERENCE FEATURED

01

High-level  
keynotes and panel  
discussions



02

Technical workshops on  
innovation, accreditation,  
and digitization



04

Focused policy  
recommendations



03

Dynamic networking and  
one-on-one business  
engagements



Through actionable dialogue and sectoral alignment, the event aimed to catalyze medical tourism as a driver of foreign exchange, healthcare excellence, and international reputation-building for Pakistan and the broader Islamic world.

# SUCCESS PARTNERS



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