



Seminar on the Hungarian-Latvian cooperation in the field of Balneology and Spa Tourism

Rīga, Aspazijas bulvāris 28, EU House, second floor, Fireplace Hall

22. 10. 2019.

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| 10:00 | <p>Introduction: by Government representative of Hungary and Republic of Latvia
 Mr Ferenc Bányai – Ambassador Extraordinary and Plenipotentiary, Embassy of Hungary to the Republic of Latvia
 Mr Ferenc Nagy-Rébék - Head of Department for Science Diplomacy, Ministry of Foreign Affairs and Trade of Hungary
 Ms Inga Liepina - Senior Expert in the Field of Epidemiological Safety Issues, Ministry of Health of the Republic of Latvia</p> |
| 10:20 | <p>Hungarian Balneology
 <i>Abstract: Hungary is rich in natural thermal waters. More than 1300 springs and 100 medical spas, more than 35 spa hotels serve the patients. Patients affected mainly suffer from locomotor disease and postoperative rehabilitation (neurologic, gynaecologic, skin and lung diseases are also treated). There are more than 15 scientific articles on balneology published by Hungarian authors. The presentation is based on these articles, highlighting the barriers to the balneological research.</i>
 Mr Prof. Dr. Pál Géher - President of the Hungarian Society of Balneology / Semmelweis University</p> |
| 10:40 | <p>Peloid (lake mud) applications for patients with carpal tunnel syndrome and historical overview of Development of Balneology in Latvia
 Mr MBA, MSc Armands Muiznieks, Mr Prof. Aivars Vetra, Mr Prof. Ivars Vanadzins - Rīga Stradiņš University</p> |
| 11:00 | <p>Traditional balneology in Hévíz
 <i>Abstract: Traditional balneological cure based on decades of observation in Hévíz. Medical water and medical mud in Hévíz.</i>
 Mr Dr. Attila Kvarda - Director general of the St. Andrew's Hospital for Rheumatology</p> |
| 11:20 | <p>Medical tourism development in Latvia
 <i>Abstract: Most popular medical services used by tourists in Latvia. New medical services and products, which are competitive in Europe and beyond.</i>
 Mrs Gunta Ušpele - Head of Latvian Health Tourism Cluster</p> |
| 11:40 | <p>Promotion of the use of natural resources in the area of preventive health by the InnovaSpa project
 <i>Abstract: InnovaSPA project aims to improve the policies that support knowledge transfer and strengthen opportunities for open innovation between the triple helix partners in the field of preventative health in order to accelerate the launch on the market of innovative solutions for developing healthy lifestyle and promote the use of natural resources. The project addresses the societal challenge of ageing society and aims to demonstrate that by introducing innovative cures and care solutions, a sector having a huge potential is making healthcare more efficient. Healthy lifestyle and prevention are supposed to be more and more relevant making wider the target group perspective for the territories. The project is led by the Thermauvergne Association (FR) and the University of Latvia is one of the project partners.</i>
 Ms prof. Dr. Tatjana Muravska - Director of Centre for European and Transition Studies
 Ms Dr. Zane Zeibote - University of Latvia, Interreg InnovaSPA project manager</p> |
| 12:00 | Coffee brake / light lunch |
| 13:00 | <p>Budapest – the capital city of spas
 <i>Abstract: Budapest is the largest and most exciting city in Central-Eastern Europe and also one of the few capital cities in the world with hot springs. The baths in the present-day Budapest area lived their first heyday two thousand years ago, the Roman Legions used at least one and a half dozen baths, the remains of which can be seen in Óbuda today. Budapest can proudly say that it is the capital with the largest number of medicinal and thermal waterways in the world, an official thermal bath city for more than eighty years. Today we can state that our historical monument baths are among the TOP 3 sights of Budapest. Based on the data of a foreign tourism research carried out a few years ago, bath visit was the third most important motivation among the surveyed people. Budapest is reasonably the capital of baths, and no tourism article appears about Budapest in the international media without highlighting the definite attraction of the historical baths.</i>
 Ms Szilvia Czinege - Sales and marketing director of Budapest Spas cPc., Hungary</p> |
| 13:40 | Best practices by Latvian companies |
| 14:00 | Coffee brake |
| 14:20 | <p>Hungarian-Latvian B2B meeting
 <i>In cooperation with the Association of Latvian Travel Agents and Tour Operators (ALTA)</i></p> |
| 16:00 | Glass of wine |

