



Busan International Medical Tourism Convention 2025

MEDI X TOUR

2025. 9. 5. FRI - 9. 6. SAT

Hall 3A, Exhibition Center 1, Bexco, Busan

BUSAN: WHERE JOURNEY BECOMES A HEALING



Hosted by



THE BUSANILBO

Organized by



(사)부산권의료산업협회
BUSAN MEDICAL INDUSTRY ASSOCIATION

MEDI X TOUR | BUSAN: WHERE JOURNEY BECOMES A HEALING

Join us in Busan for an unforgettable medical tourism convention!



The Largest Integrated International Wellness and Medical Tourism Exhibition in Korea

The Busan International Medical Tourism Convention provides the latest medical trends and information on medical institutions. It also features wellness industry trends and hands-on wellness experience programs, aiming to enhance the global reputation of Busan's wellness and medical tourism brand as the largest integrated international wellness and medical tourism exhibition in Korea.



1:1 Business Meeting Opportunities with Leading Korean Companies

The Busan International Medical Tourism Convention offers customized 1:1 business meeting opportunities with a wide range of outstanding Korean companies in the fields of medical care, wellness, and tourism. These meetings enable practical exchanges and help establish strategic partnerships, laying the foundation for entering new markets and expanding collaborative networks.



A Hub of Medical Care, Tourism, and the Wellness Industry

Busan is a city equipped with excellent medical infrastructure and skilled healthcare professionals. It also offers vibrant beaches and festivals, rich tourism content, and a natural environment ideal for healing and wellness. Here, the integration of medical care, tourism, and the wellness industry comes together.



A Variety of Enhanced Programs for Exhibitors and Visitors

In addition to standard B2B and B2C programs, the convention offers a wide range of branding and marketing-related programs, along with "Biz-Meeting," an improved version of the existing PSA system. Exciting and engaging events are also designed to capture the interest of visitors and media outlets, providing exhibitors with both high-quality and high-quantity promotional opportunities.

○ Overview

Busan International Medical Tourism Convention 2025

Date	September 5(Fri) - 6(Sat), 2025 (2 days)
Venue	Hall 3A, Exhibition Center 1, BEXCO, Busan
Programs	Opening ceremony, Exhibition, Fam tour, Business meetings, Academic forum, Side events, and more
Scale	100 companies, 200 booths
Host	Busan Metropolitan City, Busan ilbo
Organizer	Busan Medical Industry Association

○ Historical Scale

2019

2020
(Online)

2021

Booths	79 companies, 200 booths	21 companies, 33 booths	85 companies, 178 booths
Buyers	12 countries, 74 buyers	14countries, 41 buyers	13countries, 48 buyers
Consultations	1,390 consultations	85 consultations	85 consultations
Visitors	42,666 visitors	10,895 visitors	44,973 visitors

2022

2023

2024

Booths	100companies, 200 booths	119 companies, 202 booths	100 companies, 200 booths
Buyers	8 countries, 100 buyers	16 countries, 72 buyers	11 countries, 70 buyers
Consultations	131 consultations (MOU 10 consultations)	80 consultations (MOU 23 consultations)	212 consultations (MOU 4 consultations)
Visitors	13,186 visitors	17,975 visitors	20,159 visitors

○ Main Events



Exhibition

One place for medical tourism products and services

Korea and international medical institutions, wellness companies, beauty brands, and tourism-related businesses participate to showcase a variety of medical tourism products and services. The exhibition consists of themed zones such as the Medical Industry Zone, Medical Institutions Zone, Medi-Beauty Zone, and Wellness Zone. Visitors can explore diverse fields including medical technology, health checkups, plastic surgery and beauty, and healing programs, all in one place.



Business Meeting

Opportunities for practical export consultations and new client acquisition

This program facilitates 1:1 customized export consultations through pre-arranged meetings between overseas buyers and exhibitors. It serves as a key platform where medical institutions, wellness companies, and agencies can meet directly with buyers to pursue export contracts, business partnerships, and other meaningful business opportunities.



Academic Forum & Seminar

Sharing the latest trends and insights across various fields

Experts from Korea and abroad gather to share up-to-date trends and insights in fields such as medical tourism, wellness, and digital healthcare. The program includes policy presentations, global case studies, and future strategy discussions, offering practical direction and information for industry professionals.



Fam Tour

Building practical partnerships through on-site experiences

This program invites overseas buyers and stakeholders to visit outstanding medical institutions and wellness attractions in Busan. By experiencing medical services, inspecting infrastructure, and exploring tourism content, participants gain valuable insights and explore potential business connections.

MEDI X TOUR | BUSAN: WHERE JOURNEY BECOMES A HEALING

Benefits for BIMTC 2025 Participants

1 Access to Cutting-Edge Information and Technology

Experience the latest medical technologies and products from around the world firsthand. Enhance your company's competitiveness and gain insights into the overall trends of the medical and wellness industries, all in one place, at the largest integrated exhibition in Korea.

2 Brand Exposure and Promotion

By participating in various programs, including business meetings, your brand can be naturally exposed to key stakeholders in the domestic and global medical and wellness industries. Through official social media channels and press releases, continuous promotion will help increase brand awareness.

3 Customized Consultation Service

Tailored 1:1 business meeting opportunities are provided for buyers and exhibitors, with full support to ensure focused consultations until contracts are finalized. Through a pre-matching system, meetings are coordinated with companies that align with participants' interests and requirements. On-site, a dedicated consultation lounge is operated to ensure a comfortable and professional meeting environment.

4 Global Networking Opportunities and Business Expansion

Discover new business partners and expand your global network. Networking opportunities are provided with key stakeholders from medical institutions and companies in Korea and abroad, helping participants build strong partnerships and establish a foundation for entering global markets through international collaboration.

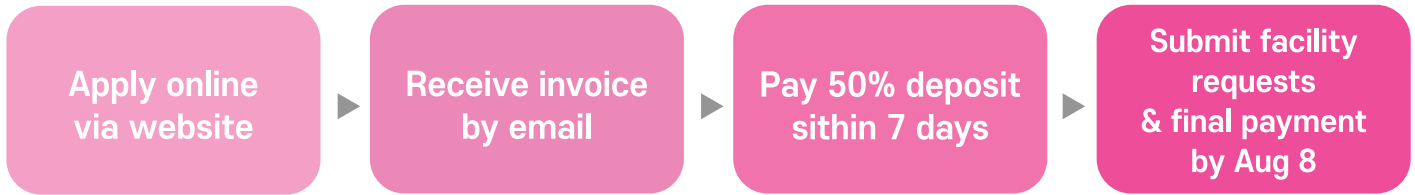
5 Experience the Beauty of Busan

This is an opportunity to explore Busan, a city rich in natural scenery and traditional culture. Through the Fam Tour program, participants can visit leading Korean medical institutions while enjoying cultural and healing experiences, maximizing satisfaction by combining both business and tourism.

○ To Exhibit

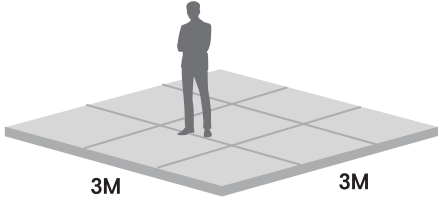

※ **Dedline : August 8, 2025(Friday) (First come, first served)**

- Early Bird 1 : 20% discount (apply by July 4, Fri)
 - Early Bird 2 : 10% discount (apply by July 18, Fri)
- ※ Discount applies to booth space only (excludes installation and optional fees)



○ Booth fee (VAT excluded)

*Booth design is subject to change.
 *All fees are listed in Korean Won (KRW), Exchange rates may vary depending on the payment date.

Type	Raw Space	Shell Scheme Booth
Price	KRW 1,800,000	KRW 2,000,000
Description	3m x 3m (Minimum 4 Booths) Only exhibition space is provided	3m x 3m
Items	Construct booths through a registered booth contractor at BEXCO	Fascia Board, single set of a reception desk and a chair
Provided Booth		

▶ Additional Facilities

Category		Unit Price (VAT excluded)	Remark
Electricity	Daytime	KRW 60,000	• Raw Space do not include basic electricity (1KW), so a minimum of 1KW must be requested.
	24Hours	KRW 80,000	
Domestic Telephone		KRW 60,000	• Shell scheme booths include 1KW of basic electricity; additional power must be requested in KW units if needed.
Internet		KRW 150,000	
Water & Drain		KRW 350,000	• This fee covers installation and usage, and is valid throughout the exhibition period without additional charges.
Compressed air		KRW 200,000	

• For telephone rental (includes domestic usage), a LAN (internet connection) is required.

▶ Payment Information

For Inquiries, Please contact us at the email address below.
 E-mail | bimtc2025@gmail.com

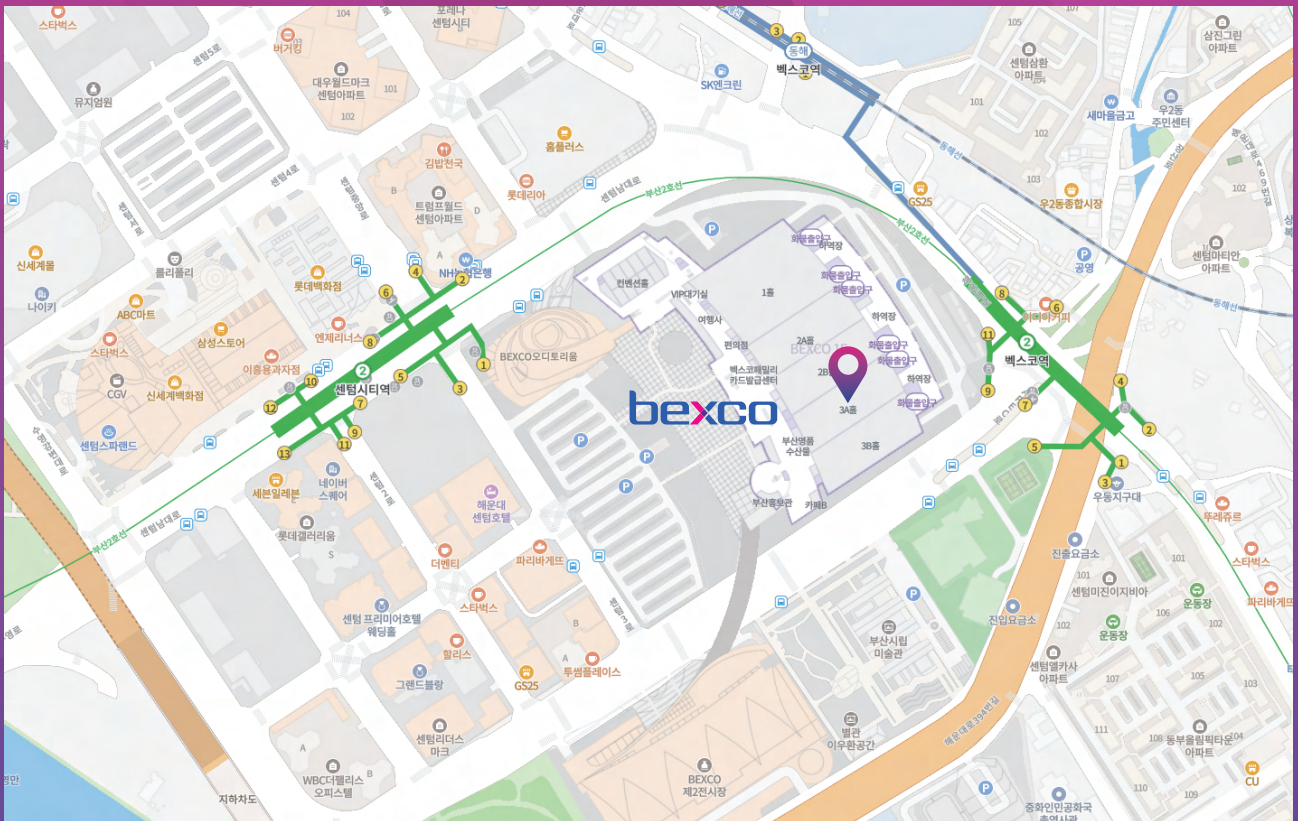


Busan International Medical Tourism Convention 2025

MEDI x TOUR

Key Map

Hall 3A, Exhibition Center 1, Bexco, Busan



Subway 🚇

- Line2 - Centum City Station(Bexco), Exit 1
- Line2 - BEXCO(Busan Museum of Art) Station, Exit 9

Bus 🚌

- Get off at Centum City Station BEXCO stop (09-136)
- Local: No. 115, 63, 40, 5-1, 155, 141, 181, 39
- Express: No. 1001, 1002

2025 Busan International Medical Tourism
Convention Secretariat

#1001, Centum Class One, 99 Centum-dong-ro, Haeundae-gu, Busan, Korea

T. +82 70-5221-0047

F. +82 51-552-7928

E. bimtc2025@gmail.com

Busan International Medical Tourism Convention 2025

MEDI X TOUR