

## ***An EMVIO™ Essential Summary***

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### ***The hCc Health Tourism Initiative for the Mediterranean***

A Regional Integration and Development Project inspired by and in accord with the Barcelona Declaration (Association of Mediterranean Countries, July 2008).

The Project will take the form of a concerted action / stakeholder cluster initiative.

#### **Objective of the Integration Project**

The essential objectives of the Project, for each participating country, are the following:

- Deal with the fragmentation (and consequent inefficiency) that stands in the way of further development
- Establish the infrastructure and put in place the mechanisms for administration and development of the Health Tourism Domain
- Link “integrated” health tourism destinations for the purpose of alliance formation

The project is complementary to and in accord with the main stated objectives of the Barcelona Declaration – with an emphasis on:

- Concerted Action
- Integration
- Creation of Networks
- Economic Cooperation
- Enhancement of Competitiveness
- Facilitation Economic Development
- Encouragement of Regional Investment

Regional-level Integration Projects, by necessity involve an evolutionary process spanning a number of years – and where inevitably, some countries will play a leadership role.

Details are provided in the “Project “short-form” Memorandum” (which will be available at: [www.healthinthemediterranean.com](http://www.healthinthemediterranean.com)).

## The Barcelona Declaration

### *Association of Mediterranean Countries - a Euro-Mediterranean Initiative*

Representatives of 27 countries met (July 2008) and decided to establish a comprehensive partnership (the EuroMediterranean partnership).

It is presumed that ultimately a type of “Mediterranean Union” will emerge.

The “entity” will be “administered” by a *Secretariat*, headed by:

- France
- Egypt

**Note:** The original concept foresaw the inclusion only of countries having a Mediterranean coastline. But the “excluded” EU countries took issue (feeling they would be deprived of an opportunity to benefit). After strongly pressing their case they were eventually granted the right to participate.

### **Objectives of the “EuroMediterranean Partnership” (selective “short” list):**

- Encouragement of regional cooperation and integration.
- Creation of a free-trade area and encouragement of investment
- Implementation of economic cooperation and concerted action
- Formation of a single economic unit
- Promotion and development of the private sector
- Establishment of an appropriate institutional and regulatory framework for a market economy

## **The Work Program**

### *...pushing the envelopes of Health and Tourism to create Health Tourism*

The *Work Program*, whose aim is to implement the objectives of the Barcelona Declaration (through regional and multilateral actions) foresees the participation of the Health and Tourism sectors

Put the two together and you have Health Tourism.

And, by now, we are aware of the significant “trickle down” effect of Health Tourism Development on the broad sector of the population

## **Some background**

The EU countries are characterised by a mature and now, stagnant economy – eagerly looking for opportunities to expand and grow.

On the other hand, countries bordering on the South-Eastern Mediterranean are anxious to receive the attention of Europe – and the perceived tangible benefits that will come with it (technology, know-how, investment, industrial - and even social - modernization, economic diversification, job-creation etc).

The Mediterranean was an important route for merchants and travelers of ancient times, allowing for trade and cultural exchange between peoples of the region.

Today it can again serve the same purpose.

All acknowledge the strategic importance of the Mediterranean.

Furthermore, long-established links between the countries represented at the Barcelona Summit already exist – which came into being as a result of neighborhood history.

Those who signed the Declaration were motivated by the will to give their future relations a new dimension, based on comprehensive cooperation and solidarity.

They are fully aware that the new political, economic and social issues on both sides of the Mediterranean constitute common challenges calling for a coordinated overall response.

This new *Club Med* recognizes and respects the uniqueness of each member and the inherent diversity involved – and has expressed a willingness to accommodate these.

Specifically, they resolved to establish a multilateral and lasting framework of relations based on a spirit of partnership, with due regard for the characteristics, values and distinguishing features peculiar to each of the participants.

For healthCare cybernetics the ultimate desired objective is to see the Mediterranean basin turn into an area of exchange, cooperation and “partnering”.