



**Magiczny
Kraków**

Prelegent

2019-10-04

Anna Białk-Wolf

Co-founder and President of the Institute of Research and Development of Medical Tourism, Dean of the Faculty of Tourism, Recreation and Healthcare at the Academy of Tourism and Hotel Management in Gdańsk. She successfully combines her many years of experience in research and teaching with practical activities, contributing to the activation of medical centres on the international market. She cooperates with many international medical tourism experts, has authored many publications, analyses and monographs in the field, and has recently served as an expert delegated by the Polish Tourist Organisation to promote the medical tourism offer in Poland at an international tourism trade show.

Mariusz Arent

Institute of Research and Development of Medical Tourism, Blue Progress

Co-founder of the Institute of Research and Development of Medical Tourism. Graduate of law and sociology at the University of Gdańsk, where he currently teaches medical tourism organisation and management. He also cooperates with the Polish Tourist Organisation within healthcare services promotion. As a blogger, he publishes on the Turystyka-medyczna.com website, and runs a medical marketing agency, Blue Progress.

Bartłomiej Walas

doctor of physical culture sciences. He has also completed post-graduate studies at the Institute of Research and Higher Studies on Tourism (IREST) at the Sorbonne. Specialist in tourism policy and marketing. He has gained experience in teaching and research at the University of Physical Education in Kraków, the Warsaw School of Tourism and Hospitality Management, and the University College of Tourism and Ecology in Sucha Beskidzka, where he currently serves as the Dean of the Faculty of Tourism and Recreation. He also coordinates strategic projects at the Department of Tourism of the Municipal Office of Kraków. In 1996-2008, he served as the director of the Polish Tourist Information



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Centre in Paris. In 2008-2017, he was Deputy President of the Polish Tourist Organisation. He is an author of the Polish tourism marketing strategy for 2008-2011 and 2012-2020, the brand strategy of Polish Prestige Hotels & Resorts, and the Warsaw tourism report. He has published 7 books and has 60 academic articles, 27 strategies and analyses to his name, commissioned by state administration and local governments, as well as the private sector. He has won many Polish and French distinctions. He is a lecturer and tourist traffic analyst.

Katarzyna Gądek

graduate of the Faculty of Philosophy and History of Jagiellonian University. Since 1997, she has worked in the area of tourism and promotion at the Municipal Office of Kraków, where she currently serves as Deputy Director for Tourism at the Department of Tourism. She has co-created the Kraków Tourism Development Strategy for 2006-2013 and 2014-2020, and coordinated the preparation of strategic documents on tourism in Kraków and actions related to tourism marketing in the city. She has ample experience in promotional campaigns for Kraków and EU-funded tourism projects. She cooperates with a tourist self-regulatory organisation in Kraków and various tourist associations. She is a member of the Council of the Polish Tourist Organisation in the 6th and 7th term, member of the Board of the Małopolska Tourist Organisation, Deputy President of the Jurassic Communities Association, delegated to the Committee of Tourism, Physical Culture, and Sports of the Association of Polish Cities.

Dr Paweł Wisz is one of the best robotic urologists in Europe. He gained his experience, among others, at the Urology Clinic in Leverkusen in Germany. Then he worked in Belgium in the best robotics center in Europe. Furthermore he is one of the seven urologists in the world who have undergone full training alongside of the world leader in this field prof. Alexandre Mottrie. He also gained skills under the guidance of the American leader of robotic prostatectomy, prof. Patel. Paweł Wisz is the only Polish international robotics trainer at the ORSI ACADEMY center, the world's largest training center in robotic surgery field outside the USA.

Managing Partner at Ingressus – marketing agency. After graduating, with Masters Degree in Marketing, he decided to leave Poland and come to the United States. Specializes in Polish media market in the US and has been professionally associated with it for almost 15 years. Provides clients



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and companies with full and comprehensive service in areas of sales, media marketing and PR. Over the years of working within the Polish-American community starting as Sales Account Executive to Sales Manager of the biggest Polish media network in the United States, he gained vast experience as well as knowledge about the character and mechanics of how these companies and organizations function within this specific ethnic market. In addition to that, he's been working on organizing and promoting many cultural and entertainment events for Poles living in Chicagoland area like Taste of Polonia, 60mIn Congress, PACC, Soccer Legends Cup. He has managed two "Study tours" to Poland organized by Polish Tourism Organization regarding promoting medical tourism to Poland. Maintains active business relationships with many people and organizations within the community.

Piotr Pniejnia-Olszyński

Counsellor at the Department for Economic Cooperation, MFA of Poland (Middle East and Australia markets). Studies: National Public Administration School (KSAP). MA in DAMS, University of Bologna (IT), Instituto della Comunicazione di Massa in Bologna (IT). At the Ministry of Foreign Affairs of Poland since 2007. Worked i.a. in the Security Policy Department and the United Nations Department. Consul of Poland and deputy Ambassador in Embassies of Poland in San José (CR), Mexico and Nairobi. Languages: English, Italian, French, Spanish.

Marlena Wysocka

Graduated from the Catholic University of Lublin (Social Sciences, English philology). Pursued several interests in fields of education (teaching at school in France, USA, Poland as well as volunteer work in Cameroon). As First Secretary of the Trade and Investment Promotion Section Embassy of the Republic of Poland in South Africa, developing business links and trade exchange between South Africa and Poland, as well as i.e. Angola, Botswana, Namibia, Lesotho, Mauritius, Swaziland, Madagascar, Mozambique, Zambia and Zimbabwe. At the present self-employed and provide medical marketing consulting in cooperation with Neurosurgery at St Adalbert's Hospital in Poznań. She built from scratch an International Patient Service Unit in the Hospital. Now her activities involve rather creating, communicating and delivering medical information using customer/patient-centered and science-based strategies and conducting social media activities. Cooperate closely with producers of medical devices/ equipment and with the media representatives.

Karina Przybyło-Kisiełewska

Mgr Karina Przybyło-Kisiełewska – Deputy Chairman of the Board at the Chamber of Commerce KRAĞ



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TURYSTYKI ZDROWOTNEJ [THE CIRCLE OF HEALTH TOURISM] and a manager with 20 years of experience in the hotel and tourism sector. Manager of Bristol****Art&Medical SPA, a hotel-sanatorium in Busko Zdrój. She completed postgraduate studies in Wellness&Spa hotel management (2010) and healthcare management (2018) and spent several years working as a lecturer in project management at the College of Tourism and Ecology in Sucha Beskidzka. She is a tutor and lecturer at the Krakow School of Restaurateurs, teaching courses in hotel management, restaurant management and new hotel opening and marketing strategies. She has delivered papers at international health tourism conferences: Kiev (2017), Lviv (2017, 2018), and Morshyn (2019), and organized site visits for doctors, tour operators and foreign journalists from Norway, the US, Russia and Ukraine. She serves as the deputy principal investigator in an EU-funded R&D project entitled "A research and development study on the use of sulphur water for body mass reduction".

Monika Dyląg - Sajór

A manager with many years of experience in the field of international communication and promotion, she started her career in the Polish Investment and Trade Agency, where she headed the Department of Economic Promotion. At the Polish Agency for Enterprise Development, she supervised the promotion of entrepreneur support programmes. At the Milan EXPO in 2015, she coordinated the communication programme of the Polish Pavilion and project accounts, and two years later, at the EXPO in Astana, served as Deputy Commissioner General and supervised the entire project implementation process. Currently, in her capacity as Deputy Commissioner General, she heads a team responsible for the preparation of the Polish participation in the World EXPO in Dubai in 2020 at the Polish Agency for Investment and Development. She graduated in international economic and political relations from the SGH Warsaw School of Economics and the Polish-French European Studies Programme SGH – SCIENCE PO, where she specialised in communication.

Barbara Werchowiecka-Rusinek

Chair of the Board at the Radiology Therapeutic Centre Poland, the management company for the Amethyst Radiotherapy Centre in Cracow. She is a graduate of the Faculty of Banking and Finance at the Cracow University of Economics and the International School of Banking of Stockholm University. Ms Werchowiecka-Rusinek is an experienced manager who has worked in non-public healthcare for many years. Since 2011, she has collaborated with Amethyst, a network of centres that deliver cancer treatments throughout Europe. Barbara Werchowiecka-Rusinek has coordinated the foundation of a Polish company within the Amethyst group and the building and opening of the Amethyst Radiotherapy Centre in Cracow. The centre is an important place on the medical map of Lesser Poland, hiring experienced medical staff and delivering medical care to 3,000 patients every year.



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Krzysztof Macha

Expert of Employers of Poland, member of the Board of the Polish Association of Private Hospitals. Director of OKULUS PLUS Center for Ophthalmology and Optometry. Co-founder of the Ophthalmologists for Africa Foundation. Krzysztof Macha is an industry journalist (including "Healthcare Management Magazine", "OSOZ Journal".) The center he manages is a leader in advanced medical technologies in the field of ophthalmology and optometry. It implements preventive and educational social campaigns in the field of eye health in Poland and abroad.

Krzysztof Tomaszewski

Associate Professor Krzysztof Tomaszewski, MD Associate Professor and Head of the Department of Orthopaedics, Traumatology and Rehabilitation at the Andrzej Frycz Modrzewski Krakow University (Faculty of Medicine and Health Sciences). He also works as a lecturer in the field of orthopaedics at the University of Edinburgh and the Royal College of Surgeons of Edinburgh. He clinically specialises in the maintenance treatment and surgical treatment of upper and lower limb disorders, maintenance treatment of spinal disorders and rehabilitation of musculoskeletal disorders. He also performs full ultrasound diagnostics of the musculoskeletal system (joints, tendons, ligaments, and muscles). A graduate of the Jagiellonian University Medical College (Faculty of Medicine), the University of Edinburgh (College of Medicine and Veterinary Medicine; MSc and ChM T&O), the Cracow School of Business at the Cracow University of Economics (MBA with specialisation in health management), and Clark University (Massachusetts, the US). He was on scholarships, among others, at the University of Oxford, the University of Cambridge, the Trinity College Dublin of the University of Dublin, and the UC San Diego School of Medicine.

Author and co-author of over 230 scientific articles published in international magazines and over 130 congress papers presented in Poland and abroad. He sees his work in the field of orthopaedics not only as an opportunity to restore patients' fitness, but also as an opportunity to improve their comfort and quality of life.