



**BORNEO
GLOBAL
MEDITOURISM**
CONGRESS AND EXPO

CO-ORGANISERS



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BORNEO GLOBAL MEDITOURISM

Congress and Expo 2026

12-13 OCTOBER 2026

BORNEO CONVENTION CENTRE KUCHING

www.borneoglobalmeditourism.com

INTRODUCTION



The global healthcare landscape is evolving rapidly, with increasing demand for quality, accessible and integrated medical services. Post-pandemic, patients are more informed and knowledgeable, seeking destinations that combine advanced medical care, trusted healthcare professionals and supportive recovery environments. This growing trend has accelerated the expansion of medical tourism, where treatment quality, affordability and patient experience are important.



To leverage on this opportunity, we propose the Borneo Global MediTourism Congress & Expo (BGMT), a flagship regional event that will convene healthcare providers, government agencies, travel and medical facilitators, insurers and investors under one platform.



Why Sarawak?

Malaysia has long been recognized as one of Asia's leading medical tourism destinations, offering world-class healthcare standards, internationally accredited hospitals and cost-effective treatment packages. Sarawak can be a preferred choice among regional and international patients.



NEW FRONTIER



EMERGING SPECIALIST
HOSPITALS



GOVERNMENT
SUPPORT



UNIQUE GEOGRAPHIC
POSITION



REPUTATION FOR
SAFETY



AMPLE HOTELS



WARM HOSPITALITY



CULTURAL DIVERSITY

BORNEO GLOBAL MEDITOURISM CONGRESS AND EXPO

MALAYSIA YEAR OF MEDICAL TOURISM 2026



Leveraging Malaysia Year of Medical Tourism 2026 (MYMT2026) to Elevate Borneo as a Global MediTourism Gateway. MYMT2026 serves as a milestone national initiative to showcase Malaysia's world-class healthcare offerings, strengthen its position as the preferred medical tourism destination in the world, and highlight the industry's significant contribution to the national economy. Anchored on the spirit of "Healing Meets Hospitality," captures Malaysia's nurturing approach to medical tourism, highlighting the seamless integration of world class healthcare with genuine care and warmth for every patient.

BGMT OBJECTIVES



Positioning

Position Sarawak as the next regional hub for medical tourism within Borneo



Collaboration

Strengthen cross-border collaboration between healthcare providers, travel facilitators, insurers and government agencies in Borneo, BIMP-EAGA and key Asian markets



Investment

Showcase Sarawak's healthcare capacity, infrastructure and investment opportunities to regional and global audiences



Policy & Ecosystem

Encourage policy and ecosystem development to support sustainable growth in medical tourism



B2B

Facilitate B2B partnerships for cross-border patient flow, healthcare innovation and investment



Brand Visibility

Enhance Sarawak's brand visibility in international healthcare and tourism markets

EVENT HIGHLIGHTS



International Medical Tourism Congress

Thought leadership sessions featuring global and regional experts on patient mobility, medical standards and innovation in care delivery



Trade Exhibition

Showcase of hospitals, medical centres, health insurance companies, travel facilitators and supporting industries, facilitators, insurers and government agencies



B2B Networking

Curated meetings between healthcare providers, agents and investors. Hosted Buyers engagements



Partnerships

Opportunities for partnerships in healthcare infrastructure, digital health and integrated facilities



Destination Experience

Site visits for international buyers and medical facilitators to Sarawak hospitals and recovery resorts

TARGET AUDIENCE



Hospitals & Medical Centers



Professionals & Specialists



Medical Tourism Facilitators & Agents



Wellness Centres



Insurance Companies



Travel & Hospitality Partners



Government & Regulatory Bodies



Investors & Financial Institutions



Universities & Research



Media & Associations

Our Theme - "Shaping Sarawak's Role in the Global Medical Tourism Landscape"

reflects Sarawak's strategic move to elevate its healthcare offerings to international standards while leveraging the state's unique strengths by offering world-class care, cultural diversity and exceptional hospitality. This positions Sarawak as not just a destination, but an active contributor in the global health ecosystem, committed to innovation, patient trust, sustainability and collaborative growth. It signals readiness for international partnerships, advanced healthcare solutions and a new era of medical travel experiences.

POSITION AS SARAWAK HOMEGROWN EVENT

01 Anchor Event for Sarawak's Medical Tourism Agenda

02 Unique Homegrown Advantage

03 Strategic Position for BIMP-EAGA Leadership

04 Economic & Tourism Impact

05 Yearly Legacy & Capacity Building

BOOK YOUR STAND NOW

Reach us to know more about our sponsorship opportunities



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IN ASSOCIATION WITH



SARAWAK TOURISM BOARD

IN COLLABORATION WITH



**MALAYSIA
HEALTHCARE
TRAVEL COUNCIL**

An initiative by the Ministry of Health, Malaysia

ENDORSED BY



Ministry of Tourism, Creative
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