

INFORMATIVE  
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expo  vida

COSTA  
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EUROPEAN EXHIBITION  
CANARY ISLANDS  
TOURISM AND HEALTH





# EXPOVIDA

*— a new Tourism and Health concept  
from the Canary Islands for the World.  
Why in the Canary Islands?*

Because they are an unexplored paradise

with a privileged climate.

For the diversity of their natural landscapes,

for their varied cuisine

and for their welcoming people.

A spectacular environment where the new Tourism

and Health concept can be developed.



**José Luis Cerveró**  
Expovida founder

*The Canary Islands, the seven lucky islands, constitute the ideal location for Expovida due to their globally acknowledged and high-quality tourism tradition and facilities. Their strategic location and easy direct connections with the main tourist issuing markets are also very important factors.*

*Expovida also provides an added value to the Tourism and Health market, diversifying the touristic offer of the islands. Before Expovida, the Organisation will*

*have a series of venues at its disposal, ready to host the several projects which form this new business line based on the concept of Tourism and Health.*

*These projects will be carried out in close collaboration with teams of professional experts of the industry so as to guarantee a successful implementation.*

# EXPOVIDA

*a meeting point in the Canary Islands,  
top European sun-and-beach destination,  
for professionals working in the Tourism and Health industry*

Health tourism

grows every year

The rise began three years ago

and is now becoming sharper.



*Even though it may sound like a recent trend, health, beauty and well-being tourism was already a common practice amongst the ancient Greeks and Romans. On some occasions, it was related to sport activities, whereas on other occasions the aim was to find medicinal waters as a cure for some health problem or simply to enjoy their leisure time.*

*The size, structure and impact of the Health Tourism industry in the world is currently growing exponentially ever year. Only taking into account the 28 European Union member states, the volume of this industry is estimated to be 56 million European arrivals and 5.1 million arrivals from the rest of the world, which means a total of 61.1 million arrivals.*

*The short-term economic impact of this activity is estimated at 46.9 trillion euros in the EU28, representing 4.6% of total Tourism income and 0.33% of the European Union's GDP.*

*The Health Tourism market in the EU28 is stable, with continuous growth indicators. This will help reduce the seasonal nature of tourism and will have positive effects on the job market and the local context.*

*By definition, the three main Health Tourism areas are:*

**Medical tourism***\_this kind of trip implies the specific aim of receiving medical treatments.*

**Wellness tourism***\_this type of tourism means travelling from different locations to carry out activities that maintain or improve personal health and well-being in a proactive manner. Tourists want to live authentic and unique experiences at the places where these therapies are conducted.*

**Spa tourism***\_his kind of travel is aimed at healing by relaxing and caring for the person's body, using the benefits of water in a preventive way and/or as a medical healing therapy*



In order to successfully meet the growing global demand for specialised tourist locations and destinations, **Expovida** proposes several possibilities which accommodate all of the industry's professionals. The main features are:

- **Generational Health Resorts**
- **Residential Compounds** with different levels of adaptation and services.
- **Adapted apartments** that include home automation with 24/365 assistance.

- **Long-stay Residential Compounds.** Highly specialised.

- **Thematic Complexes** developed in collaboration with public (universities, professional associations, NGOs, associations...) and private institutions (insurance companies, professional accident businesses, pharmaceutical companies, biotechnological companies, internet of things companies, hospital management companies...) in order to implement the personalised care services and products.

- **Complementary and specialised holiday services** for clients with need for assistance, rehabilitation services, alternative therapies, diet consultations and nutritional counselling, adapted areas, specialised shops, franchises, culinary nooks...



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*Expovida it is a multidisciplinary and innovative concept which aims to optimize and deliver new projects and services that combine Tourism, Health, Wellness and last generation Healthcare services.*

*In general, these projects will be open to the possible external participation or investment, providing feasibility and profitability studies of each one, that once selected, will be presented in Expovida.*

*The Expovida enclosure is divided into the following areas:*



### **LIFE and HEALTH** area

*designed to become a showcase where the European Community can present its most innovative projects to the World. This area will enable meetings between the represented companies and/or institutional/private investors.*

### **LAAB** area

*health's new habitat, fully equipped for guests to enjoy comprehensive care and our new "well-being holiday" concept.*

### **EVVA** area

*a huge replica of a human body, designed to show its internal functioning. This area will house presentations of therapeutic innovations, the latest medical devices and patents which can improve our lives and our well-being.*

### **ORIGEN** area

*designed to display European products as well as products with protected designation of origin: organic and healthy food, and its complementary industries. Meeting point between producers and clients.*

### **ECCO** area

*the enclosure includes areas which provide a vision of the different possibilities that the Canary Islands' climate and terrain offer: fountains, ponds, gardens, parks, solar power farms, treatment plants... They all foster sustainability, together with care and respect for the environment.*

### **AUDITORIUM** area

*These are the premises designed to host Conferences, Seminars and Exhibitions, both regarding the latest Developments and the Health Tourism Projects in the Canary Islands.*

## LIFE and HEALTH AREA

*the latest research developments and new technologies applied to Wellness and Health Tourism*

In this area, we can appreciate  
the quick technological progress made and  
applied to health overall but, in particular,  
to preventive health, especially those  
aimed at improving quality of life,  
revitalising and regenerating therapies.

*The Life and Health area is a meeting point for all people interested in natural and sustainable health care. Professionals and clients will have access to the latest developments and progress made by product and service suppliers.*

*Life and Health wishes to play a proactive role to broaden the outreach of this information and promote healthy and sustainable life styles. This area also aims to become a meeting point for professionals, so as to foster and to give an economic boost to the industry.*

*The Life and Health area involves different fields that help create comprehensive benefits: Health, Prevention, Nutrition, Well-being... ultimately: quality of life.*

*This area was created with the firm intention of publicising and promoting a healthy and sustainable life style amongst society, as well as presenting and exposing projects which will help develop new life styles in different habitats: wellness projects and centres.*





## LAAB AREA

*new health habitats, fully equipped for guests to enjoy comprehensive care and our new “well-being holiday” concept.*

Adapted units inside

generational health compounds,

with a functional, ergonomic and futuristic design,

and medical assistance 24h / 365 days,

applying the latest

preventive medicine innovations.

*Nowadays, in our generational compounds, tourists and residents looking to improve their quality of life, their well-being and their life styles will find a broad range of services aimed at satisfying their physical and emotional needs in a comprehensive and personalised way.*

*The complex will have high-tech facilities (new generation equipment) to diagnose and personally treat clients. This equipment will be incorporated in a house-friendly manner.*

*Current social life causes emotional unrest, such as stress, insomnia, digestive problems, etc. We offer the possibility of keeping the minimum parameters needed to provide the best possible treatment and monitoring of the different pathologies under control, thus improving the quality of life. This would be done in a non-intrusive way, thanks to the latest therapies and monitoring devices.*

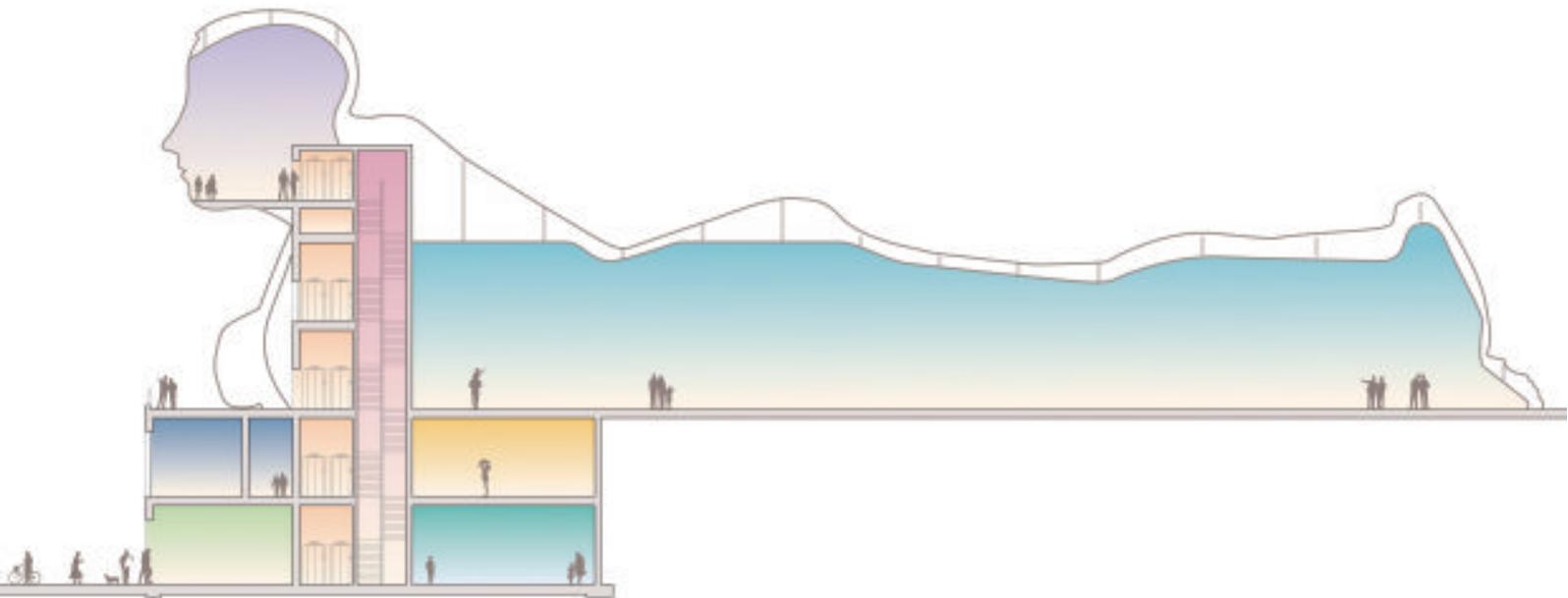
*The compound will have a network of professionals (care units) available to provide the appropriate service to clients who require them to do so.*





## EVVA AREA\_

*a 1,600 square metre space aimed at explaining how each of the body parts work*

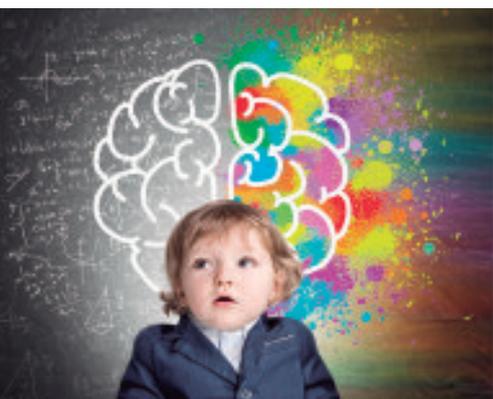


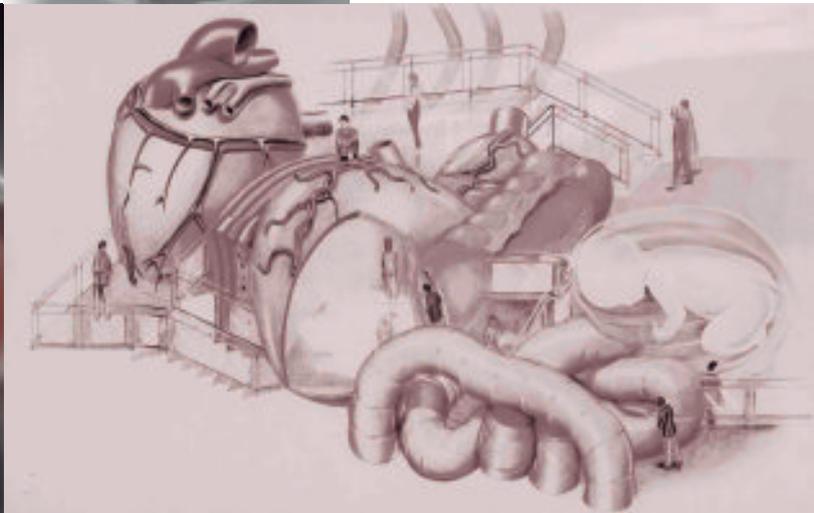
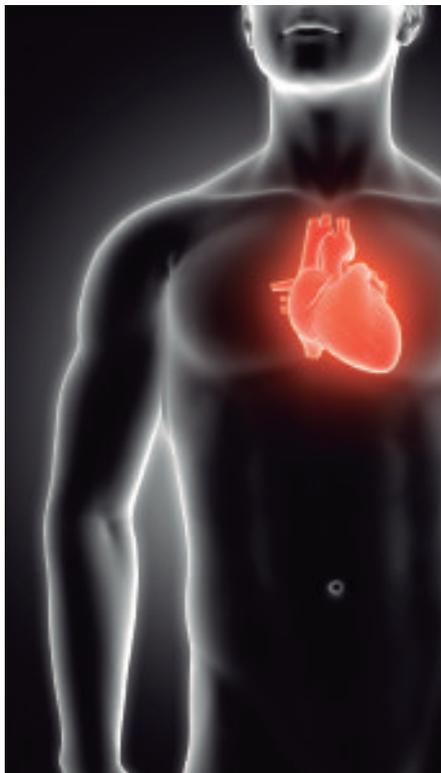
*Evva is a huge human body with an area of 1,600 m<sup>2</sup> which will allow the visitor to explore the insides and the different organs, as well as learn how the systems that make life possible work.*

*Human bodies have over fifty trillion cells. They are true natural engineering creations: a whole organised universe inside the universe itself.*

*All human body systems; the locomotive, the respiratory, the digestive, the excretory, the circulatory, the nervous, the endocrine and the reproductive system have a marvellous and complicated reaction capability, involving millions of molecules and their controlled reactions, capable of generating chemical reactions based on substances which build up energy through the different elements that surround us.*

*When exploring Evva, visitors can watch these reactions happen. The latest research developments and technological progress regarding Health will be presented in each body part: robotic surgery, fluorescent imaging, immunotherapies using stem cells to treat certain illnesses or humanoid robots capable of interpreting body language, understanding emotions, speaking, listening, moving autonomously and having a conversation.*





## ORIGEN AREA

*an exclusive zone designed to display European products with Protected Designation of Origin*

An area aimed at highlighting the essential role played by DOs in sustainable development, promoting knowledge and experience exchange between local and international producers about the added value that DOs confer to agro-food communities and complementary industries.



*Origen is an innovative and ambitious initiative that will develop a formula to promote companies and products covered by Protected Designation of Origin, as well as the Regulating Councils of each country.*

*The Origen area will become a connection point for Manufacturers, Retailers and Consumers of all EEC member states. The objective is to place the authentic products of each country where they deserve to be. The need to adapt business*

*structures and marketing techniques to the challenge of constant change and market globalisation in this Third Millennium that is now beginning encouraged us to develop a project capable of enhancing the excellent qualities of European agro-food products with Protected Designation of Origin.*

*We can only optimise profitability of these agro-food and complementary products by improving business management, using modern information and marketing techniques.*





## ECCO AREA

*an area aimed at providing a global insight into the possibilities offered by the climate and terrain of the Canary Islands, with sustainable systems and facilities that can be self-sufficient and environment-friendly.*

Areas including solar power farms  
and alternative electricity sources,  
parks and gardens with  
ponds, fountains, treatment plants,  
and water purification plants, helping  
create a sustainable and ecological environment.

*Some of the most important features of this enclosure are the lighting systems and the electrical, conditioning and water supply and evacuation facilities. Their functioning affects the use of natural resources, such as water and energy.*

*Applying technology to improve natural resource management efficiency will allow us to save great amounts of energy, thus investing what is saved in R+D+I (Research + Development + Innovation). The use of smart on-off control systems, switches or time switches will adapt normal functioning to the real demand.*

*We also need energy, either renewable or sustainable, for conditioning. This is why we have designed a photovoltaic solar power farm: it produces electric energy, and its structure will allow visitors to take refuge from the sun.*

*The fact that **Expovida** will take place in the Canary town of **Adeje**, in the island of Tenerife, will help show the city to the world and make it a comprehensive sustainability leader thanks to new fountains, ponds and swimming pools that will gather rainwater and supply water for irrigation purposes. Other management elements and smart systems will also be installed at a further stage.*

*Given that water demand for irrigation has grown significantly since the climate became drier and hotter, we chose sustainable gardening based on efficient use of water and xeriscaping, capable of creating beautiful gardens using little water and of adapting to the climate and to the landscape's and environment's characteristics.*



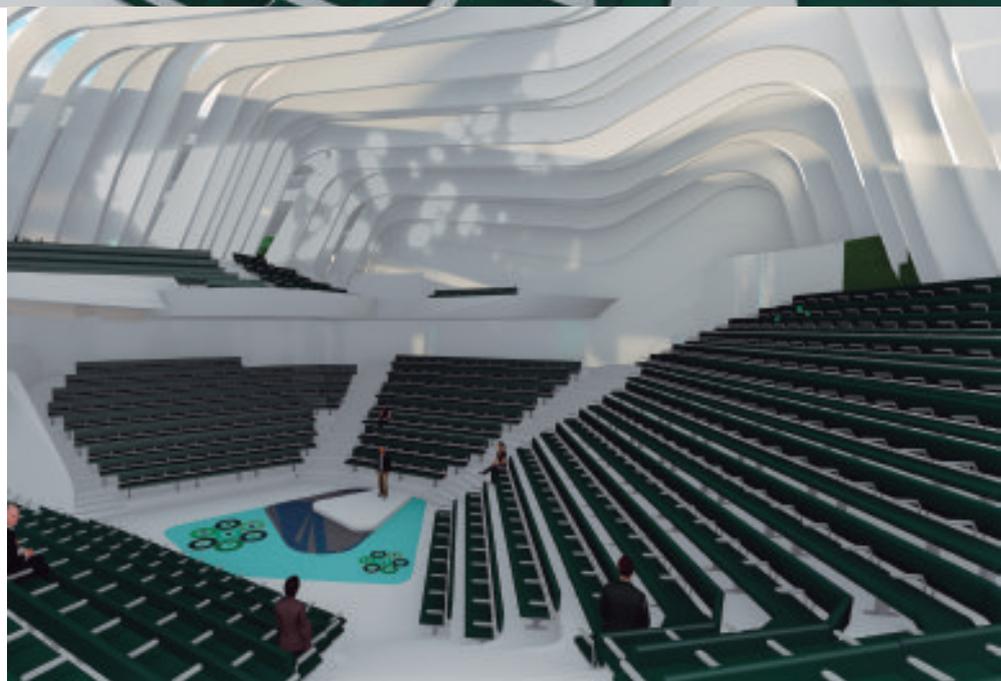


## AUDITORIUM *— a state-of-the-art auditorium ready to house performances and cultural events that will enrich the offer and attraction of Expovida*



*This area has a maximum capacity of 1,200 people. It is specially prepared with high-tech and multimedia facilities and is suitable for decor panels. It is designed to host any kind of event regarding the latest developments related to Tourism and Health in the Canary Islands:*

*Exhibitions, Presentations, Shows, Conventions, Conferences, Seminars, Work-Shops, Cultural events...*



## PROJECT'S STAKEHOLDERS



Considering the scale and nature of the project, as well as the global impact that Expovida will have, it is essential to work alongside social agents, public and private institutions and specialised and technical companies in order to organise and earn credibility for the most important Tourism and Health Project that will take place over the next few decades.

### **Public Institutions**

Local, regional, national, European and international institutions will collaborate and provide initiatives: City councils, Tourism boards, the Canary Government, Town councils, Universities, the European Community, Turespaña... amongst others.

### **Specialised companies**

Health centres, Clinics, Pharmaceutical companies, Specialised travel agencies, Tour operators, Developers, ICT companies, Professional bodies, Associations and NGOs, amongst others, as well as Insurance companies, Biotechnology companies, Hospital management companies, Facilitators, Mass media...

### **Technicians**

Architects, engineers, designers, manufacturers, decorators, interior decorators, landscape workers, builders...



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[www.expovida.es](http://www.expovida.es)