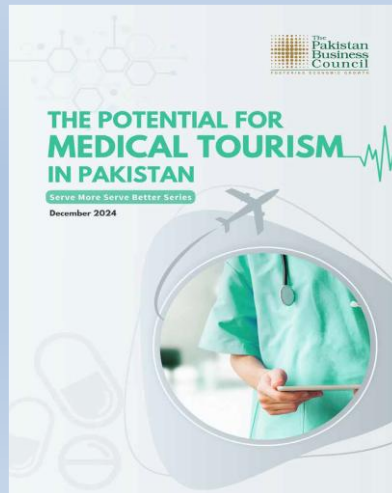


# Unlocking the Potential of Medical Tourism in Pakistan

The Pakistan Business Council



# The Pakistan Business Council

- The Pakistan Business Council is a research-based business advocacy platform supported by over 100 private sector local and multinational businesses. Its advocacy objectives are to create jobs, promote value-added exports, reduce reliance on imports and accelerate formalization of the economy.



# Introduction

- Medical tourism, which involves traveling internationally for healthcare, has emerged as a major industry globally. Pakistan, with its low-cost healthcare services, strategic geographic location, and diverse medical expertise, is well-positioned to enter this growing market.

# Introduction

- Pakistan's medical tourism sector offers immense potential.
- Affordable healthcare, skilled professionals, and strategic location.
- Needs investment, policy reform, and international branding.

# Global Medical Tourism Trends

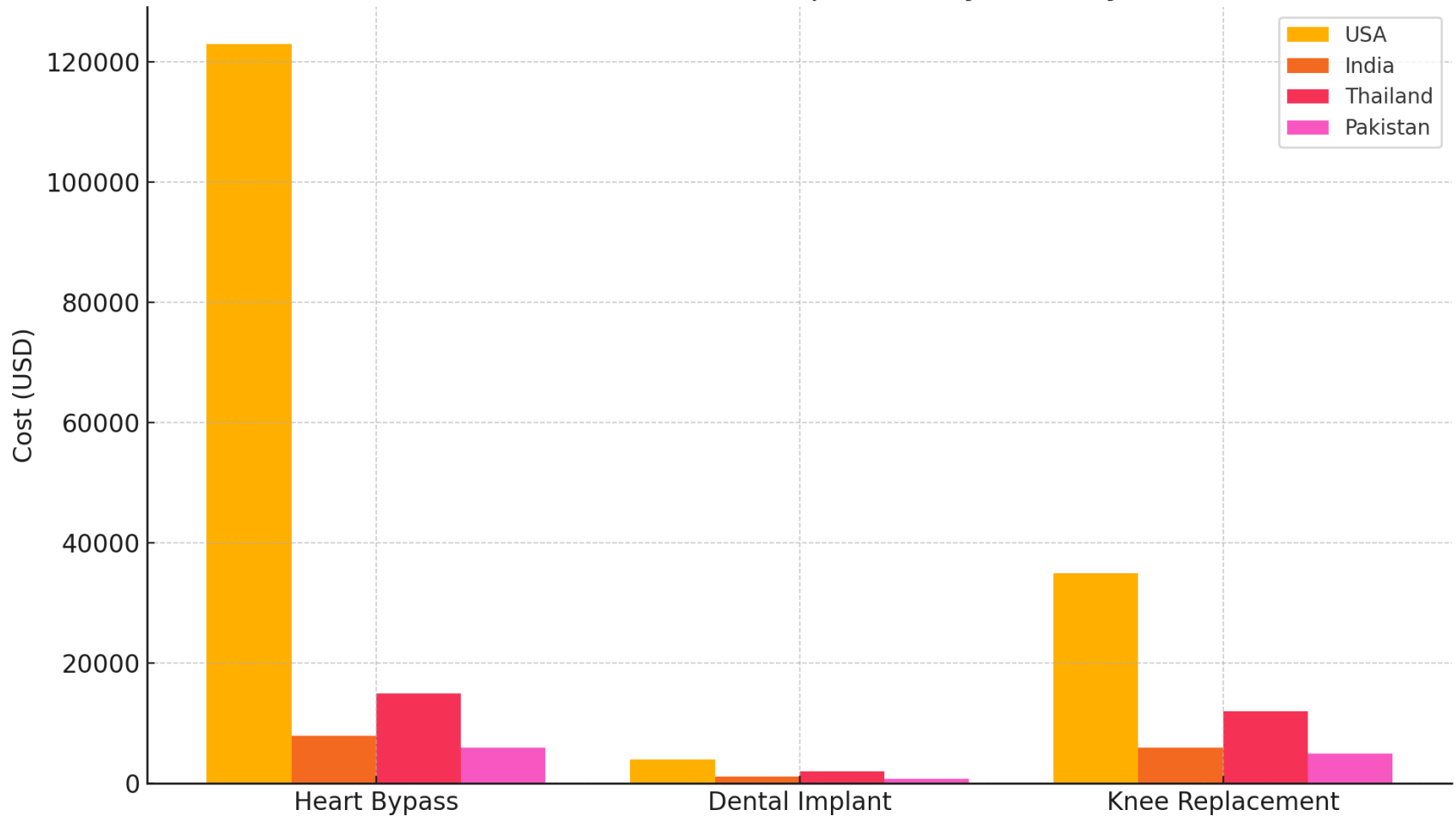
- Market projected to reach USD 273.72 billion by 2027.
- Top destinations: India, Thailand, Singapore, Turkey, Malaysia.
- Popular treatments: Cardiology, orthopedics, dental, cosmetic surgery.

# Pakistan's Healthcare Landscape

- **Strengths:** Affordable care, English-speaking staff, private hospitals.
- **Challenges:** Lack of accreditation, weak regulation, low visibility.

# Procedure Cost Comparison

Procedure Cost Comparison by Country





# SWOT Analysis

- **Strengths:** Cost-effective care, skilled professionals, cultural alignment.
- **Weaknesses:** Limited branding, regulation gaps, infrastructure issues.
- **Opportunities:** Diaspora, niche treatments, government-private partnerships.
- **Threats:** Regional competition, instability, travel advisories.

# Target Markets

- Pakistani Diaspora (UK, Middle East, North America).
- Central Asian Republics.
- Afghanistan and African nations.

# Strategic Recommendations (Short-Term)

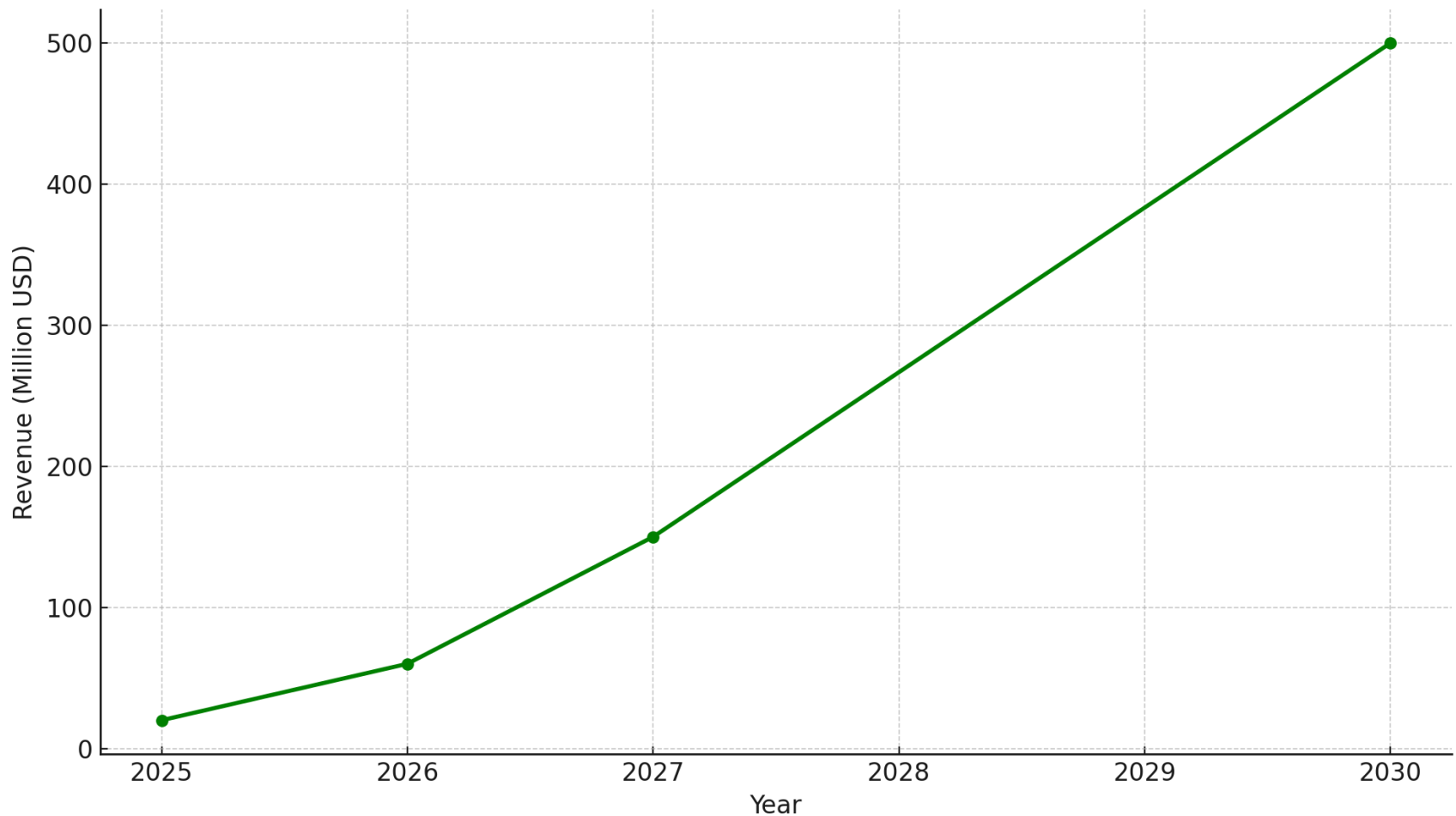
- JCI accreditation for top hospitals.
- Healthcare tourism portal with multilingual support.
- Partnerships with travel agencies and insurers.

# Strategic Recommendations (Mid to Long-Term)

- Establish medical tourism zones.
- Launch international marketing campaigns.
- Reform visa and licensing policies for foreign patients.

## Revenue Projection for Pakistan

Forecasted Revenue from Medical Tourism in Pakistan



# Potential Economic Impact

- Revenue could grow from \$20M in 2025 to \$500M by 2030.
- Significant job creation and economic uplift.
- Boost to health sector infrastructure and tourism.

# Conclusion

- High-growth opportunity with strategic support.
- Stakeholder collaboration is key.
- Position Pakistan as a competitive South Asian destination.