



The 3<sup>rd</sup> Terme Selce International Congress  
CORPORATE WELLBEING

## Integrative Approach to Wellbeing & Wellbeing Strategy

Selce in Brussels, May 13, 2024



Hosted by

**European Committee  
of the Regions**

A platform to develop discussion on how to improve the culture of health and wellbeing in companies. Facilitates new perspective for employers and employees, integrative approach to wellbeing and wellbeing strategy.

**30 International Experts**

**3 panels: MENTAL WELLBEING · PHYSICAL WELLBEING · HEALTHY NUTRITION**

will show how to increase efficiency and productivity, work-life balance, and most of all “Joy of Work”, as said by congress initiator Primarius Vlasta Brozičević, MD., specialist in physical medicine and rehabilitation, rheumatology

**Join Us ...and make your mark in creative and faster change**

**Let's Talk!**



TERME  
SELCE



IBD  
Healthy Living



earn trust.  
make change.



PHARMAFLIGHT



## **ABOUT THE CONGRESS** <https://termeselcecongress.eu/>

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The initiator of the Congress is Primarius Vlasta Brožičević, MD, specialist in physical medicine and rehabilitation, rheumatology, co-founder of Terme – Selce Ltd. and the Polyclinic Terme Ltd., with a tradition of 35 years, co-organizers of the congress.

Due to the expertise of the organizers in the field of human health and wellbeing it was identified that the topic is very important not only locally, but EU wide, even globally. To add that the stress of LMS is the main cause of absenteeism, red light is on! Congress is here to bring new solutions.

The need to extend the event to the EU capital - Bruxelles is just reasonable step forward to involve relevant institutions and upgrade the dialogue under the motto prim. Vlasta Brožičević created, "**Joy of Work - Let's Talk**", to facilitate new perspective for employers, employees, local communities and officials.

Dedication to bring joy to work of many patients from around the world motivates her to spread message how to stay well and healthy inspite hard workload over the years.

## **WHAT TO EXPECT**

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### **An event that brings motivation and facilitates change.**

Keynote speakers will highlight the problems in corporate wellbeing and set the stage for the panelists in 3 panels: mental wellbeing, physical wellbeing, healthy nutrition.

Panelists supported by moderators will share best practices from companies and institutions in conducting strategies and programs of health and wellbeing for their employees. Their recommendations will be presented in Selce-Brussels Memorandum.

## **MAIN CONGRESS ORGANIZERS**

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TERME  
SELCE



TERME SELCE  
HEALTH CLINIC



IBD  
Healthy Living

**TERME-SELCE** the first private company for health tourism in Croatia. Organizer of the Terme Selce International Congress on Corporate Wellbeing in 2022 and 2023 in Selce, Crikvenica Health Riviera.

The Congress gathered experts from Croatian and international companies, institutions and local communities' officials to discuss how to prevent further health disorders and diseases and improve wellbeing of employees.

Selce Memorandum is issued after each of the congresses with stated problems, and solutions/recommendations for employers, employees and local communities on how to make better their health and wellbeing strategies to increase productivity and retain their human capital.

**POLIKLINIKA TERME**, the first private polyclinic for physical medicine and rehabilitation in Croatia since 1989 in Selce, Crikvenica Health Riviera, with a branch in Rijeka. Proud Official Partner clinic to the Croatian Olympic Committee from 2023.

More than 30 years of a tradition providing superior medical and wellbeing services in 6 specialities, enriched with special benefits for patients and providing the service more than expected. Team helped patients from 92 countries, among whom 120 Olympians.

During 2 years of COVID-19 pandemic, organized 28 educational webinars for 870 employees of companies in 5 countries. Pandemic, and permanent increase of health and wellbeing disorders and diseases led to the initiative of the clinic co-founder prim. Vlasta Brožičević, MD. specialist to organize a congress on corporate wellbeing in 2022.

**HEALTHY LIVING BY IBD** is a company for introducing new life styles. Promoter of the Wellbeing programs locally, nationally and internationally. Selected Croatian participant in GES – Global Entrepreneurship Summit 2019, and mentor the 1st international Kids' Wellness Camp organized by congress supporter Daffodil International University in 2023.



European Committee of the Regions

# CONGRESS PROGRAM

- 10.00 – 10.30 Welcome
- 10.30 – 11.45 Keynotes
- 11.45 – 13.00 Panel 1- Mental Wellbeing
- 13.00 – 13.30 Lunch Break
- 13.45 – 15.00 Panel 2- Physical Wellbeing
- 15.00 – 16.15 Panel 3- Healthy Nutrition
- 16.15 – 16.45 Congress Conclusions/Closing
- 17.00 – 18.00 Networking Cocktail

## WE SUPPORT



## IN PARTNERSHIP WITH



**VENUE: European Committee of the Regions**  
**2 rue Van Maerlant – 2nd floor**  
**Hall VMA 1 & Foyer**

## Congress Moderators

CONGRESS MODERATOR

[Christopher Malapitan](#)

Morning sessions



CONGRESS MODERATOR

[Richard Gordon Kelly](#)

Conclusions



## 10.00 WELCOME SPEECHES

**FREDERIC SOUDAIN, MBA**, Managing Director LOGOS, BBE – Belgium  
**Prim. VLASTA BROZIČEVIĆ, MD. spec.**, TERME SELCE – Croatia  
**IVONA MATOŠIĆ GAŠPAROVIĆ, mag.iur.**, Acting Mayor CITY OF CRIKVENICA – Croatia  
**MSc. KRISTJAN STANIČIĆ**, Director CROATIAN NATIONAL TOURIST BOARD – Croatia  
**H. E. JOSIP PARO**, Ambassador EMBASSY OF THE REPUBLIC OF CROATIA TO THE KINGDOM OF BELGIUM

## 10.30 SPECIAL GUEST - KEYNOTES

Special Guest: **IVAN KRAPIĆ**, Captain Croatian Water Polo Representation – Croatia  
**MSc. BARBARA BEROŠ**, Adviser to the Director for Human Resources Support and Social Services, EUROPEAN PARLIAMENT – Luxembourg: [Mind Matters](#)  
**MARIO ŠTULAC**, Human Resources Development Assistant Manager & **NATAŠA ODAK**, Human Resources Development Manager dm-drogerie markt d.o.o. – Croatia: [dm Initiative ... Because I Live Healthy Here](#)  
**Professor JOSIP CAR, MD PhD DIC MSc FRCPE FFPH**, Professor, Population & Digital Health Sciences; Head, School of Life Course & Population Sciences, KING'S COLLEGE LONDON; Director (Academic) for Population Health, King's Health Partners - UK: [Transforming Population Health: A Strategic Shift to Holistic Workplace Wellbeing](#)  
**BEATE TRÜCK**, CEO BRUSSELS MINDFULLNESs – Belgium: [Using the Power of Positive Neuroplasticity to Cultivate Inner Strengths and Joy](#)  
**IVAN ŠTEFANIĆ, PhD**, EIC Programme Manager for Food Chain Technologies and Novel & Sustainable Food, EUROPEAN INNOVATION COUNCIL AND SMES EXECUTIVE AGENCY (EISMEA) – Belgium: [Changing Europe – One Challenge at the Time](#)

## 11.45 PANEL 1 - MENTAL WELLBEING

Keynote: **MSc. IVA BROZIČEVIĆ DRAGIČEVIĆ, Prof. of Psychology**, Director TERME-SELCE & HEALTHY LIVING BY IBD – Croatia: [Mental Wellbeing and Obesity](#)  
Video message: **MARCELLO MEREU, BA, BSc, MA, MA**, Director Cello Communications - Belgium

Moderators & Panelists:

**MSc. BARBARA BEROŠ**, Adviser to the Director for Human Resources Support and Social Services, EUROPEAN PARLIAMENT – Luxembourg (M)  
**Dr. Md. SABUR KHAN**, Chairman DAFFODIL INTERNATIONAL UNIVERSITY, President Association of Universities of Asia & the Pacific (AUA) – Bangladesh (M)  
**MIHAELA RALUCA TUDOR**, Vice President EUROPEAN WOMEN'S ASSOCIATION / EWA – Belgium; Founder TUDOR Communication - Romania  
**JOSE ANTONIO MORENO DIAZ**, Member and Rapporteur of the Opinion on Precarious Work and Mental Health, EESC - EUROPEAN ECONOMIC AND SOCIAL COMMITTEE - Belgium  
**GISELA BAEYENS**, Senior HR & Change Management Consultant - Belgium  
**ŽELJKO OREŠKI, Mag. Ing. Traff.**, President CROATIAN AIR TRAFFIC CONTROLLERS' ASSOCIATION / CROATCA – Croatia  
**BEATE TRÜCK**, CEO BRUSSELS MINDFULLNESS – Belgium

## 13.00 Networking lunch break

## 13.45 PANEL 2 - PHYSICAL WELLBEING

Keynote: **Prim. VLASTA BROZIČEVIĆ, MD, Spec.**, Co-Founder & Head of Medical Department POLYCLINIC TERME SELCE & RIJEKA – Croatia: [How to Recognize and Prevent LMS Stress](#)

Moderators & Panelists:

**CSILLA MEZŐSI**, Secretary General EUROPEAN SPAS ASSOCIATION / ESPA – Belgium (M)  
**GABRIELLA FARKAS**, Business Policy Analyst, PHARMAFLIGHT – Hungary (M)  
**NATAŠA ODAK**, Human Resources Development Manager, dm-drogerie markt d.o.o. - Croatia  
**TATJANA PUŠKARIĆ, Prof.**, Head of Regional Development and Strategic Planning, REGIONAL COORDINATOR OF SISAK-MOSLAVINA COUNTY – Croatia  
**Professor JOSIP CAR, MD PhD DIC MSc FRCPE FFPH**, Professor, Population & Digital Health Sciences; Head, School of Life Course & Population Sciences, KING'S COLLEGE LONDON; Director (Academic) for Population Health, King's Health Partners - UK  
**NATAŠA KOVAČ**, Founder of 5 DRAGONS TOK SEN – Belgium  
**BOTOND SZÚCS, PhD**, Physiologist, Head biologist, PHAPA, Fatigue Risk Management, PHARMAFLIGHT – Hungary (Conclusions Panel 2)

## 15.00 PANEL 3 - HEALTHY NUTRITION

Keynote: **ZORAN KOVAČ, DVM, MSc.**, Doctor of Veterinary Medicine, EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY / HaDEA – Belgium: [Healthy Nutrition](#)

Support slides: **Assist. Prof. DIJANA MAYER, MD, PhD**, Croatian Institute of Public Health – Croatia & **MOJCA GABRIJELČIČ BLENKUŠ, MD, PhD**, Senior Advisor, Project Management and Research, National Institute of Public Health – Slovenia

Moderator - Panelists:

**IVAN ŠTEFANIĆ, PhD**, EUROPEAN INNOVATION COUNCIL AND SMES EXECUTIVE AGENCY (EISMEA) – Belgium (M)  
**EVELINE PEETERS, Assoc. Prof.**, VRIJE UNIVERSITY - Belgium  
**IVAN KRAPIĆ**, Captain Croatian Water Polo Representation – Croatia  
**AKI ISHIWA**, Senior policy officer, REGION EMILIA-ROMAGNA DELEGATION TO THE EU - Italy  
**Prim. VLASTA BROZIČEVIĆ, MD. Spec.**, Co-founder, Head of Medical Department POLYCLINIC TERME SELCE & RIJEKA – Croatia  
**STEFAN MAAS**, COO & Co-founder ALBERTS – Belgium  
**MIRELA BULIĆ**, bacc.med.techn., Founder and Director of POLYCLINIC MIRELA-SLATINA, Vice President of CWA - Croatian Wound Association, represents Croatia in EWMA - European Wound Management Association - Croatia

## 16.15 CONCLUSIONS: Rapporteurs - Moderators

## 16.30 CONGRESS CLOSING

**MARIJANA BIONDIĆ**, Director TOURIST BOARD CRIKVENICA – Croatia

## 17.00 NETWORKING COCKTAIL hosted by Brussels partner

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## CONGRESS MODERATORS

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### **CHRISTOPHER MALAPITAN – BELGIUM**

Creative facilitator and trainer

#### **Morning sessions**

Christopher Malapitan is an independent creative facilitator and trainer based in Brussels.

With many years of experience working in creative industries, he supports communities and teams to explore and unlock what drives them. From big-picture thinking to storytelling, from body movement to collaborative arts-based approaches, he applies a unique blend of innovative processes and practises to his facilitation work. He is also the organiser of the Brussels Creativity Lab – a meetup for anyone interested in exploring, questioning and discovering their creativity in a fun and friendly environment. Like any skill, creativity needs practice too.



### **RICHARD GORDON KELLY – BELGIUM**

Credentialed Executive Coach

#### **Conclusions**



Richard Gordon Kelly is not just a seasoned transformative coach; he's a beacon of resilience, authenticity, and collaborative spirit. With a rich background that spans industries and sports across Europe, Richard has carved a niche in guiding CEOs, directors, and their teams toward excellence. His journey through management roles and personal challenges, including overcoming depression, has endowed him with profound insights into the essence of true leadership and well-being.

For years, Richard has helmed his own coaching practice, dedicated to nurturing leadership skills and healthy interpersonal dynamics. His expertise isn't limited by borders; leaders, entrepreneurs, athletes, and visionaries of diverse nationalities have flourished under his guidance. From the boardroom to the sports field, from non-profits to innovative startups, Richard's influence has sparked positive change.

But it's Richard's genuine, approachable manner that truly sets him apart. He's the person you seek for advice, the voice that encourages you to reach for more—personally and professionally. His unwavering dedication to fostering wellness and growth makes him not just a coach, but a mentor inspiring individuals to embark on their own journeys toward fulfillment.

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## SPEAKERS

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### **FRÉDÉRIC SOUDAIN, MBA – BELGIUM**

Managing Director LOGOS, BBE

**Welcome - Conclusions**



With his leadership Logos became one of the most renowned and larger public affairs agency in Brussels. Frederic steers alliances, activate communities and engage with policymakers on behalf of European and global industry associations and Fortune 500 companies. With 25 years of experience in European public affairs, Frederic is a well-known expert in advocacy strategy and activation. Especially around issues related to Europe's digital agenda, mobility, space, climate and sustainability. Trade associations, industry alliances and blue-chip companies alike rely on his savvy counsel and smart insights to successfully navigate through these tough policy and political environments. Frederic has served as a trusted lead consultant for some of the EU's most ambitious projects, including the Copernicus Earth Observation Programme. Logos is also known as one of the best agency to work for in Brussels. Besides Logos, Frederic is a board member of another 4 companies (bike leasing, food, culture, development). In his free time, you will often find him kayaking (rivers, sea coasts) around Europe 😊 MA, Lille University-European Union and International Law; MBA, Skema Business School.



### **Prim. VLASTA BROŽIČEVIĆ, MD, Spec. - CROATIA**

Specialist in Physical Medicine and Rehabilitation, Rheumatology,  
Co-founder/Board Member/Head of Medical & Sport Department  
POLYCLINIC TERME SELCE & RIJEKA, Co-founder TERME-SELCE  
INITIATOR TERME SELCE CONGRESS

**Welcome – Keynote Panel 2 – Panelist Panel 3**

OFFICIAL DOCTOR  MEDICAL COMMITTEE MEMBER 



Official doctor of the Cro ski team. Member of the Health Commission of the Croatian Olympic Committee and FIS. Treated 120 Olympians, 50.000 patients from 88 countries of all ages. Head of the BIODEX Isokinetic Center and the Orthokine Center of Excellence. Lecturer, author of professional papers, organizer of over 100 events in the local community. Winner of many awards including by Croatian Tourist Board for employee of the year 2021 in health tourism, in 2024 national award 'Simply the Best' by UHPA & PUT. Creator of the MINDsetBODY RECONDITIONING program. Initiator of new projects for improving the health of employees in companies and the project for public-private partnership EU CERTEH. Member of expert groups for health tourism development in Primorje-Gorski Kotar County and Croatia.



### **IVONA MATOŠIĆ GAŠPAROVIĆ, mag. iur. - CROATIA**

Acting Mayor CITY OF CRIKVENICA

**Welcome**



### **MSc. KRISTJAN STANIČIĆ - CROATIA**

Director CROATIAN NATIONAL TOURIST BORD

**Welcome Video**





**H. E. JOSIP PARO**, Ambassador

EMBASSY OF THE REPUBLIC OF CROATIA TO THE KINGDOM OF BELGIUM



**IVAN KRAPIĆ** – CROATIA

Captain of the Croatian Water Polo Representation - Gold medal at World Championship 2024

**Keynote – Panelist Panel 3**

**SPECIAL GUEST**

Croatian water polo athlete. Born in Rijeka in 1989. Clubs: 2005-2016 Primorje Rijeka, 2016 - 2017 Ascquachiaro Naples, 2017 - 2020 Jadran Split, 2020 - Cercle 93 Paris. Trophies: 2x Champion of Croatia, 3x Croatian Cup, 3x Regional League, World League 2012 – Gold, Mediterranean Games 2013 – gold, Olympic Games 2016 – silver, **World Championship - Gold x2 (2017, 2024)**, European Championship - gold (2022).



**MSc. BARBARA BEROŠ** - LUXEMBOURG

Adviser to the Director for Human Resources Support and Social Services, EUROPEAN PARLIAMENT

**Keynote – Moderator Panel 1 - Conclusions**



Organizational psychologist, dealing with matters of occupational health, inclusion and wellbeing of EP's Administration. Throughout her career she has been working extensively on projects and policies in relation to work flexibility, remote working, wellbeing, and mental health. She is also EP's instructor in Mental Health First Aid.



**MARIO ŠTULAC** - CROATIA

Human Resources Development Assistant Manager  
dm-drogerie markt d.o.o.

**Keynote**



A team leader who is in charge of employee health, onboarding, internal communication and employer branding. An internal coach and instructor of a series of human resources development activities. Through the dm Initiative ... Because I Live Healthy Here, he focuses on health and overall well-being of dm employees.



**NATAŠA OĐAK** - CROATIA

Human Resources Development Manager, dm-drogerie markt  
d.o.o.

**Keynote - Panelist Panel 2**



Human Resources Development Manager at dm-drogerie markt d.o.o. with many years of experience in the field of human resources management and employee health care. An internal coach, manager of various projects and initiator of the dm Initiative ... Because I Live Healthy Here which aims to encourage employees to develop healthy habits at work and in private life.



**Professor JOSIP CAR, MD PhD DIC MSc FRCPE FFPH** - UK

Professor, Population & Digital Health Sciences; Head, School of Life Course & Population Sciences, King's College London; Director (Academic) for Population Health, King's Health Partners

**Keynote – Panelist Panel 2**



Professor Josip Car is an academic leader in Population & Digital Health Sciences, a physician scientist with a track record of clinical academic and executive healthcare leadership. He has been leading, researching, and advising on digital transformation of health systems, digital therapeutics, health system transformations working with the WHO, OECD, governments, and industry. As Head of the School of Life Course & Population Sciences at King's College London, he oversees a faculty addressing key challenges in population health and

health systems globally. As Director (Academic) for Population Health at King's Health Partners, he leads initiatives merging health care and research to enhance public health outcomes.

Dr Car contributed to national and international guidelines, and policy documents, including during the Covid-19 pandemic; co-led competitive research projects worth over \$100m and published over 350 scientific articles with over 70,000 citations. Previously at Imperial College he served for twenty years in a range of leadership roles including as the Director of Global Digital Health Unit, the Director of Public Health and Primary Care and lead director for integrated care at Imperial College Healthcare NHS Trust (one of the largest hospitals in Europe), Director of National Institute of Health Research (NIHR) Primary Care Research Network for London (NW), and as a Medical Director of an NHS healthcare commissioning organization, Chief Medical Information Officer, and founder of the WHO Collaborating Centre for Digital Health and Health Education in Singapore.

Dr Car has been conferred awards and professional recognitions amongst others from the UK Department of Health for health service innovation in London, has won Singapore National Innovation Challenge for digital diabetes care and the BMJ's top ten reviewer award.



**BEATE TRÜCK – BELGIUM**  
CEO BRUSSELS MINDFULLNESS  
**Keynote - Panelist Panel 1**



Director, senior mindfulness teacher, teacher trainer, mental coach and supervisor. Having obtained several Master's degrees in Languages, intercultural relations and European Affairs (College of Europe), Beate used to work in leading positions at various international associations in Brussels. Amongst others she was the Director of the Brussels Office of the Fraunhofer-Gesellschaft, Europe's largest organisation for applied research and CEO of the European Venture Philanthropy Association, an organisation aiming at creating positive societal impact through venture philanthropy and impact investing.

Speaking and training in six languages. Following a successful career in European affairs, Beate founded Brussels Mindfulness in 2014, driven by a passion to promote holistic wellbeing in corporate settings. Since 2018 she is the first authorised teacher in Belgium of Positive Neuroplasticity Training (PNT) by neuropsychologist Dr. Rick Hanson. Beate is accredited member of the worldwide association of positive neuroplasticity training and the European Association for mindfulness trainers EAMBA. She frequently trains at the European Institutions and other international organisations. Beate is committed to guiding individuals on transformative journeys, empowering them to unlock their full potential and thrive in both their professional and personal lives.



**IVAN ŠTEFANIĆ, PhD - BELGIUM**  
EIC Programme Manager for Food Chain Technologies and Novel & Sustainable Food, EUROPEAN INNOVATION COUNCIL AND SMES EXECUTIVE AGENCY (EISMEA)  
**Keynote – Moderator Panel 3 - Conclusions**



Ivan Stefanic is the EIC Programme Manager for Food Chain Technologies and Novel and Sustainable Food. He is a business development and technology transfer specialist with more than 35 years of international experience in research and business. Ivan is also a Full Professor in the field of economics and entrepreneurship in agribusiness. He is passionate about deeptech and disruptive innovations, gamification of learning experiences, mentoring students and young entrepreneurs, and enterprising university.

As an EIC Programme Manager he proactively manages two portfolios of projects, Thematic cross-program portfolio 'Novel technologies for resilient and sustainable food supply chains' and Pathfinder challenge portfolio 'Precision nutrition'.



**Dr. Md. SABUR KHAN - BANGLADESH**  
Chairman BoT, DAFFODIL INTERNATIONAL UNIVERSITY  
President, Association of Universities of Asia & the Pacific (AUAP)  
**Moderator Panel 1**



During his 34+ years of glorified career, Dr. Md. Sabur Khan has established 54 concerns, including 29 educational ventures, shaping the nation's largest education network under the large shadow of the Daffodil Family; like Daffodil Computers Ltd, a Public Listed Company, which was his first venture. Dr. Khan has involved



himself with lot of challenges while his attachment as a President of the Bangladesh Computer Samity (BCS), Dhaka Chamber of Commerce and Industry (DCCI), Member of Prime Minister ICT Task Force, BCS Computer City (IDB) founding, Represent Federation of Bangladesh Chamber of Commerce & Industry (FBCCI), involved with Islamic Chamber of Commerce & Industry (ICCI) and different National & International bodies. He has a lot of international representations like the Association of Universities of Asia & the Pacific (AUAP), Asian University Presidents' Forum (AUPF), International Association of University Presidents (IAUP), International Association of Universities (IAU), Asian-Oceanian Computing Industry Organization (ASOCIO), World Information Technology & Services, and Alliance (WITSA), and many more in different periods. He has a lot of other representations in various Social, Cultural, International, and Business organizations. In recognition of his outstanding service towards the nation, he has already attained awards, rewards, and Gold medals from various national & international organizations. Dr. Khan's achievements are marked by prestigious honors, including honorary Doctorates, D.Lit awards, and Professorships, recognizing his significant contributions to education and business.



**MSc. IVA BROZIČEVIĆ DRAGIČEVIĆ, Prof. of Psychology - CROATIA**

Head of Special programs & Member of the Board Polyclinic TERME SELCE & RIJEKA,; CEO HEALTHY LIVIG BY IBD, Director TERME-SELCE

**Keynote Panel 1**



Psychologist with over 20 years of experience in working with athletes, adults and children. She is the creator of special Healthy Living by IBD programs for physical and mental health that help change bad life habits, thus improving business efficiency, and preventing various diseases, especially post-COVID symptoms. The revitalization program of air traffic controllers suitable for various other occupations stands out. Creator of the Junior Camp program for obese children. Working group leader in the project „Crikvenica – Healthy City.



**MARCELLO MEREU, BA, BSc, MA, MA - BELGIUM**

Director at Cello Communications

**Video message Panel 1**



Marcello holds a Bachelor's degree in Drama and Theatre Studies with French and Spanish (University of Kent), a Bachelor's degree in Psychology (The Open University), a Master's Degree in Interpreting and Translating (University of Bath) and a Master's degree in Human Resources Development (College of Europe, Bruges). Marcello was also formally trained in psychotherapy (Théarapeutia, Belgium). Marcello was born and grew up in Sardinia, Italy, but left at the age of 17 and has since lived in the UK, France, Spain, Belgium and Hungary, his current residence. Thanks to his wide-ranging academic and work experiences, Marcello is completely fluent in four languages: Italian, English, French, and Spanish. As a trainer, Marcello has worked across the European, Asian and American continents, training a variety of participants from Senior Management to Operating Staff in all of his four languages. Marcello has been working as a trainer, coach, training facilitator and training consultant for over 20 years and has collaborated with a number of international training companies, including: Mandel (Capitola, USA), Exper!ence-It Inc. (Toronto, Canada), EOL Conseil (Lille, France), Groupe Perrier (Montreal, Canada), Ogilvy (Brussels, Belgium). Through them, his main clients have been Microsoft, Cisco, ExxonMobil, Alstom, Sanofi, Alcan, Baxter, Agfa and Schering Plough. Marcello has trained in various subjects, including: Conflict Resolution & Non-Violent Communication Skills; Prevention of Psychological and Sexual Harassment; Confidential Counsellors Training and Supervision; Mediation Skills for Managers; Negotiation Skills & Assertiveness; Leadership Skills; Presentation Skills & Public Speaking; Change & Stress Management; Communication & Multicultural Communication skills; Interview Skills & Equal Opportunities; Customer Service; Time Management; Creative Problem Solving; Teambuilding; Influencing Skills; Motivation Skills, Note-Taking Skills; Executive Selling Skills; Environment, Health & Safety; Behavioural Change; Project Management. Marcello regularly works for all of the European Union Institutions in Brussels, Luxembourg and Strasbourg, the EU Agencies across Europe and the EU Delegations around the globe. Marcello brings solid interpersonal and intercultural experience with him from the Academic and EU Institutions worlds. His strengths lie with his strong and varied communication skills and with the ability to put a variety of messages across, no matter the complexity of them or the nature of the audience in front of him. Marcello's delivery skills and experiences range from lecture-type courses, to very interactive workshops, the use of role-plays and simulation games.



**MIHAELA RALUCA TUDOR - ROMANIA**

Vice President, EUROPEAN WOMEN'S ASSOCIATION & Founder  
TUDOR Communications  
**Panelist Panel 1**



Awarded serial entrepreneur, communicator and journalist with over 17 years of experience. Innovative entrepreneur, included in the TOP 100 successful women in 2020 of Capital magazine and awarded in 2019 by Business Elite's in Amsterdam. Founded the PR & Personal Branding agency, TUDOR Communication that won gold at Romanian PR AWARD in 2020, the Business Performance Award at the BIZ PR 2019 Awards and the Small Consultancy of the Year 2018 at PR AWARD. Together with the team, organized and promoted important events in Romania. Mihaela's vision is to reshape business communication on a global scale, by creating a mix between innovation, people, and technology. Her firm belief is that 'Communication is the cornerstone for a profitable and sustainable business'. She continues to develop and bring innovation in the field of technology and communications, while providing active support to women in business for them to reach their highest potential on an international level. She always focuses on finding innovative solutions that change perception, stimulate growth, inspire action, and have a lasting impact. Alongside her entrepreneurial initiatives, she is an activist for women's rights. Starting January 2024, she is an active member in the Speaker Bureau of the World Communication Forum Association Davos. Her business story was published in the book 'The economic power of women' by Andreea Paul as one of the youngest and most successful entrepreneurs in Romania. Her motto is: Impossible is nothing!



**JOSE ANTONIO MORENO DIAZ - BELGIUM**

Member and Rapporteur of the Opinion on Precarious Work and Mental Health, EESC – EUROPEAN ECONOMIC AND SOCIAL COMMITTEE  
**Panelist Panel 1**



Jose Antonio Moreno Diaz is an attorney at law specialising in criminal law and international law, focussing on migration and asylum and human rights. He is equally the confederal officer of the Spanish trade union "Comisiones Obreras (CCOO)" with matters pertaining to immigration & asylum. In this capacity he is a member of the tripartite immigration work commission of the Spanish Ministry of Labour and Immigration and -since 2015- member of the European Economic and Social Committee (EESC). He was a founder and former president of antiracist Spanish NGO "S.O.S Racismo España". Related Spanish Presidency of the Council of EU he was chosen to be EESC rapporteur on exploratory opinion about ES Presidency priority PRECARIOUS WORK AND MENTAL HEALTH that was approved on April 2023.



**GISELA BAEYENS – BELGIUM**

Senior HR & Change Management Consultant  
**Panelist Panel 1**

Gisela Baeyens is a senior HR & Change Management consultant who worked for top 500 fortune women companies at an EMEA level. Her projects include Mergers & Acquisitions with the integration of different company cultures, companyreorganisations, outsourcing business units to Eastern Europe or Asia. She first studied languages, followed by a US degree in Management from the University of Maryland. Over the last 2 decades, she observed an increase of mental issues at the workplace (stress, anxiety, toxic & narcissistic behaviour, substance abuse, addiction to social media, ....), and people suffering from Burn Out as well as Bore Out. Following a car crash and near-death experience, she has a chronic sleep disorder. This pushed her into alternative ways of healing, such as meditation. She now practices Transcendental Meditation to reload her batteries, whilst also practicing yoga, breathing, hypnosis and using energy psychology such as EFT and Psych-K. She is a NLP (Neuro Linguistic Programming) Master Practitioner which has helped her to both understand herself and others in a more humane and personalized way. About 20 years, she pushed for stress management training AKA meditation to help her employees to refocus. Currently mindfulness meditation is practiced in many companies and Gisela is delighted to see that some companies even start meetings with a 5 minute meditation to enhance collaboration.



**ŽELJKO OREŠKI, Mag. Ing. Traff. - CROATIA**

Human Factors Specialist, President CROATIAN AIR TRAFFIC CONTROLLERS' ASSOCIATION / CROATCA  
**Panelist Panel 1**



Present roles: Operational Supervisor ACC Zagreb, Croatia Control Ltd., Zagreb (Croatia). Synthetic Training Device Instructor, Faculty of Traffic and Transport Engineering, Zagreb (Croatia). Human Factors Specialist, European Association for Aviation Psychology (Netherlands). Associate Lecturer, Faculty of Traffic and Transport Engineering, Zagreb (Croatia). President of Executive Board, Croatian Air Traffic Controllers Association, Zagreb (Croatia). Air traffic controller, Croatia Control Ltd., Zagreb (Croatia) Previous roles: President Running Club Samobor (Croatia). Executive Vice-President for Europe, International Federation of Air Traffic Controllers' Associations, Montreal (Canada). Deputy Head of ATCC Zagreb, Croatia Control Ltd. (Croatia). President of Executive Bord, Croatian Air Traffic Controllers Association, Zagreb (Croatia).



**CSILLA MEZŐSI - BELGIUM**

Secretary General, EUROPEAN SPAS ASSOCIATION  
**Moderator Panel 2**



During her career Csilla Mezősi has been involved in strategic project management on behalf of urban and national government administrations to develop projects in the Health Tourism sector. She worked more than 15 years in the German tourism industry and 4 years in the Swiss tourism industry focusing on tourism abroad. Ms. Mezősi has a broad experience ranging from B2B and B2C sales activities to international PR, event organization, management consultancy, Spa development, cross marketing companies and medical tourism promotion. She also developed contacts between providers and health insurances.



**GABRIELLA FARKAS - HUNGARY**

Sales Manager and Business Policy Analyst  
PHARMAFLIGHT  
**Moderator Panel 2**



Business policy analyst. Marketing analysis, helping aviation industry to grow by delivering impactful marketing & ROI. International business consultant. Leading marketing and sales strategy for global communication and business development. Owning organisation-wide promotional marketing campaign for brand awareness and sales enablement. Co-ordinating and producing marketing activities across multiple digital channels and formats, events, and webinars. Data-driven business decision support, with effective measurement using analytics tools and market research. Go-to market strategy for R&D services.



**TATJANA PUŠKARIĆ, Prof. - CROATIA**

Head of Regional Development and Strategic Planning, REGIONAL COORDINATOR OF SISAK-MOSLAVINA COUNTY  
**Panelist Panel 2**



Sociologist, Head of the Regional Development and Strategic Planning Department. For the last 20 years works on strategic documents preparation and implementation and strategic regional and local development projects financed through EU funds. Past experience includes being a trainer for trainers on project cycle management in South-East Europe, Pre-accession campaign development and implementation, Coordination of cross-border and international cooperation activities on local and regional level, Organization and implementation of capacity building activities in public and non-governmental sectors, Council of Europe expert on human rights, democracy and youth participation.



**NATAŠA KOVAČ - BELGIUM**  
 Founder of 5 DRAGONS TOK SEN  
**Panelist Panel 2**



As the founder of 5 Dragons Tok Sen, a holistic approach to the body, and the owner of the micro business Pure Tao Connection, she is a senior teacher and practitioner of Chi Nei Tsang and Tok Sen therapies within the Universal Healing Tao system. Over the past two decades, she has immersed herself in studying ancient techniques of body manipulation, specializing in teaching the understanding of individual energy potential through Qigong. Her focus extends to exploring the profound influence of Taoist massage techniques on well-being, creativity, and vitality.



**ZORAN KOVAČ, DVM, MSc. - BELGIUM**  
 Doctor of Veterinary Medicine, EUROPEAN HEALTH AND DIGITAL  
 EXECUTIVE AGENCY (HaDEA)  
**Keynote Panel 3**



Zoran Kovač is a qualified professional with a diverse background. He is a Doctor of Veterinary Medicine and also holds a Master of Science degree in microbiology and epidemiology. Zoran was awarded scholarships from Erasmus and Cochran fellowships to study herd health in the Netherlands and applied epidemiology in the USA. He has worked in research, focusing primarily on studying rabies in wildlife and vaccination strategies. Later, he worked as an animal health and food safety auditor, dealing with zoonosis prevention. Zoran has several years of experience as the director of veterinary services, where he was responsible for developing the national veterinary service structure and creating a legal framework of veterinary service that aligns with EU standards. He was instrumental in building food safety standards in food production and has co-authored a book on HACCP. He played an important role in changing the general perception of animal health and welfare by making a legal framework to define an animal as sentient beings. Zoran has also worked as a diplomat and counsellor for food safety, animal health, and animal welfare at the Council of the EU. He joined the EU Commission working for DG RTD and DG EAC, where he was involved in expanding opportunities for researchers' employment and better collaboration among universities. He was the senior project manager of the Better Training for Safer Food Initiative at the Consumer and Health Agency, where he offered his extensive experience and understanding of the national veterinary services in building the online learning platform of BTSF Academy. Currently, Zoran is involved in the operational management of space research projects at Health and Digital Agency.



**Assist. Prof. DIJANA MAYER, MD, PhD - CROATIA**  
 Epidemiologist, CROATIAN INSTITUTE OF PUBLIC HEALTH  
**Panel 3 – contribution slide**



Research Associate Head of Department for Monitoring and Improving of School and Youth Health, Division for School Medicine, Mental Health and Addiction Prevention.



**MOJCA GABRIJELČIČ BLENKUŠ, MD, PhD – SLOVENIA**  
 Senior advisor, Project Management and Research, NATIONAL  
 INSTITUTE OF PUBLIC HEALTH  
**Panel 3 – contribution slide**



Dr. Mojca Gabrijelčič Blenkuš is the Head of the Healthy Lifestyle Department at the National Institute of Public Health (NIJZ) in Slovenia. She is a medical doctor and a specialist in public health and has a PhD in social sciences. Her fields of interest and expertise are nutrition, physical activity, and in last few years, aging and frailty. She was head of the Health Promotion centre at the NIPH Slovenia from 2003 to 2010. Today, she is mostly involved in policy and programme development, and in research projects. Her main academic interest is in public policies; she holds assistant professorship at the Faculty of Health Sciences where she teaches health promotion theory and health in all policies.

As well as national nutrition and physical activity strategic policy development, Mojca participated in the assessment of the health impacts of agriculture and nutrition policies in Slovenia, with a special emphasis on assessing the impact of accession of Slovenia to EU and health equity. She coordinated the evaluation of the Slovene nutrition policy in 2010 and the working group for the preparation of the national nutrition and health enhancing physical activity strategy for 2015-25. In the period 2014 – 2016 she coordinated the background activities and stakeholders involvement in the process of preparation of the Slovene active and healthy ageing strategy.

She has been the WHO national counterpart for nutrition since 2000. She was a member of the drafting group of the WHO Obesity Charter in 2006, and of the drafting groups for the preparation of the ‘WHO Steps to Health – A European Framework to promote Physical Activity for Health 2007’ document. She has been actively involved in the work of the WHO action networks on nutrition and inequalities since 2008. At the EU level, she participates in the work of HLG on nutrition and physical activity and was nominated as a national representative in the Steering group for the Evaluation of the EU Platform on Nutrition, Physical activity and Obesity in 2009/10, and as a member of the Steering group for the Evaluation of the EU White paper on nutrition 2007-13.



**EVELINE PEETERS, Assoc. Prof. - BELGIUM**

VRIJE UNIVERSITY

**Panelist Panel 3**



Leading a research team in molecular and synthetic (micro-)biology. Fascinated by (extremophilic) archaea, bacteria and filamentous fungi. Investigating molecular mechanisms underlying gene regulatory responses in these microorganisms. Aiming to apply this knowledge for microbial cell factory applications in the context of the transition towards a more sustainable bio-based economy.



**STEFAN MAAS – BELGIUM**

COO & Co-founder ALBERTS

**Panelist Panel 3**



Stefan Maas, COO & Co-Founder of Alberts, leads a Belgium-based team excelling in food robotics. Alberts is known for its Vending 4.0 solutions, offering personalized fresh smoothies, hot soups, and plant-based shakes. Stefan is a seasoned professional with a background in management consulting at BearingPoint. Transitioning to BMW Group, he excelled as a project manager, implementing new business models and streamlining CRM processes across dealership networks. Motivated by a desire to innovate, Stefan ventured into the uncharted territory of FoodTech, seizing the opportunity to pioneer in this burgeoning field.



**MIRELA BULIĆ, bacc. med. techn. - CROATIA**

Founder and Director of POLYCLINIC MIRELA-SLATINA, Vice President of CWA - Croatian Wound Association, represents Croatia in EWMA - European Wound Management Association

**Panelist Panel 3**



Mirela is a professional nurse and wound specialist with over 20 years of experience in working with patients who have chronic wounds such as ulcers, diabetic foot ulcers, infectious wounds, etc. She is the founder of Polyclinic that specialises in wound care providing high quality treatments by its multidisciplinary team with latest medical equipment and methods.



**AKI ISHIWA – Italy**

Senior policy officer

REGION EMILIA-ROMAGNA DELEGATION TO THE EU



Aki Ishiwa is a senior policy officer working at the Region Emilia-Romagna delegation to the EU in Brussels since 2009. There she deals with different policies including health, research, cohesion, transport and environment. She holds a Degree in Political Science from the University of Florence (Italy) and a master in Humanitarian Aid (Noha university programme) from the University of Louvain la Neuve (Belgium).



**BOTOND SZŰCS, PhD - HUNGARY**

Physiologist, Head biologist, PHAPA, Fatigue Risk Management  
PHARMAFLIGHT

**Panelist Panel 2 - Conclusions Panel 2**



Physiologist and a fatigue lab scientist with experience in research, Fatigue Risk Management and performance optimization. Since 2013 focusing his work in physiology research (e.g. EEG, ECG, HRV, cardiovascular risk assesment, NIRS technology), noninvasive subclinical level physiological measurements, device development, individual performance optimization. Dedicated to provide professional support for aviation industry by objectively monitoring performance improvement and maintaining optimal physiological and mental state for crews. Most of the studies have been conducted on professional athletes, commercial pilots and air traffic controllers (ATCO) for the evaluation of their fatigue level, mental workload, stress, mental fatigue.



**MARIJANA BIONDIĆ - CROATIA**

Director TOURIST BOARD CRIKVENICA

**Closing the Congress - Final words**



**About Crikvenica Health Riviera**

Favourable location, diverse scenic beauty, mild climate and a combination of clean sea and mountain air – this is a short description of the Crikvenica Riviera. At the end of the 19th century, health tourism began to develop here, starting a tradition that is now maintained by the area’s renowned institutions. In 2017, the Crikvenica Riviera was declared the most successful health tourism destination in Croatia and has kept the distinction to this day. Here, you can sunbathe on sandy beaches, walk in the woods, taste traditional culinary specialities and relax in the area’s wellness and spa centres – all in one day! The Crikvenica Riviera has more than 300 km of cycling, and 300 km of walking and hiking trails as well as promenades by the sea and in the hinterland. The area has favourable climatic conditions, so sports and recreational activities in the open air take place almost all year round. There are interesting events in all seasons, such as carnival parties, a cycling marathon, the Oily Fish Month, (Sr)etno Selce, the Šilo-Crikvenica Swimming Marathon, Fishermen’s Week, and the Adria Advent Marathon. Since 2013, Crikvenica has hosted CIHT (Crikvenica International Health Tourism), one of the largest health tourism conferences in the region. The Crikvenica Riviera is a true oasis of health, where everyone will always feel welcome, safe and comfortable.

**YOU ARE WELCOME TO VISIT US! YOUR WELLBEING STARTS HERE!**



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### **ANITA JURIC, PhD - BOSNIA AND HERZEGOVINA**

Assistant Professor, FACULTY OF AGRICULTURE AND FOOD TECHNOLOGY – MOSTAR



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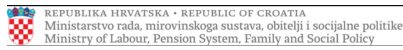
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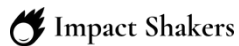
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