

SIIA Endeavors

Recap: 2016 Annual International Conference in Costa Rica

SIIA held its annual International Conference at the Costa Rica Marriott Hotel San Jose April 5th-7th. This event was focused on helping U.S.-based companies identify and understand potential business opportunities related to self-insurance/captive insurance in key countries throughout Latin America and the Caribbean. The event was also designed to connect U.S. attendees with attendees from Latin America for purposes of exploring partnership and/or business development opportunities.

Several attendees participated in a pre-conference excursion to the La Paz Waterfall Gardens. The Gardens are #1 most visited privately-owned ecological attraction in Costa Rica and features the best hiking trails near San Jose, the most famous waterfalls in Costa Rica, rescued wildlife preserve with more than 100 species of animals and an environmental education program.



Tomás Soley, Superintendente de Seguros



The educational program kicked off with welcome remarks from SIIA President **Mike Ferguson** and Costa Rican Ambassador **Roman Macaya, Ph.D.** Educational sessions covered the following topic: Latin American Business Culture – Do's, Don'ts and Other Essential Tips, Self-Insurance Business Opportunities in the

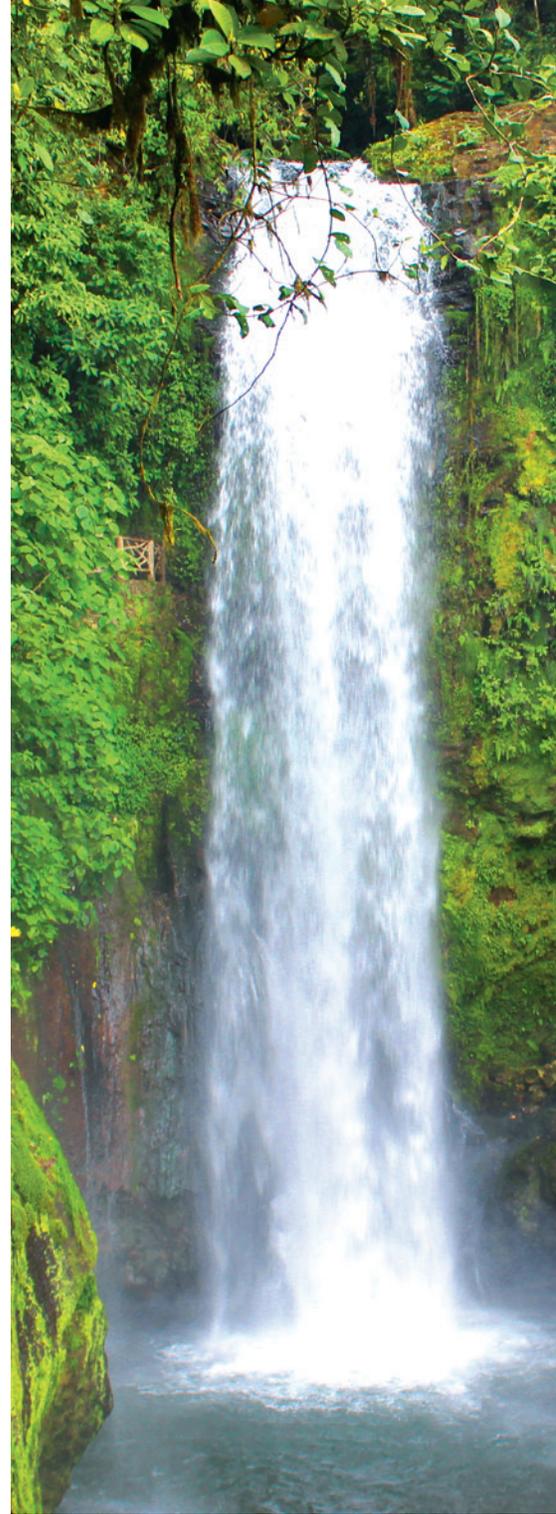
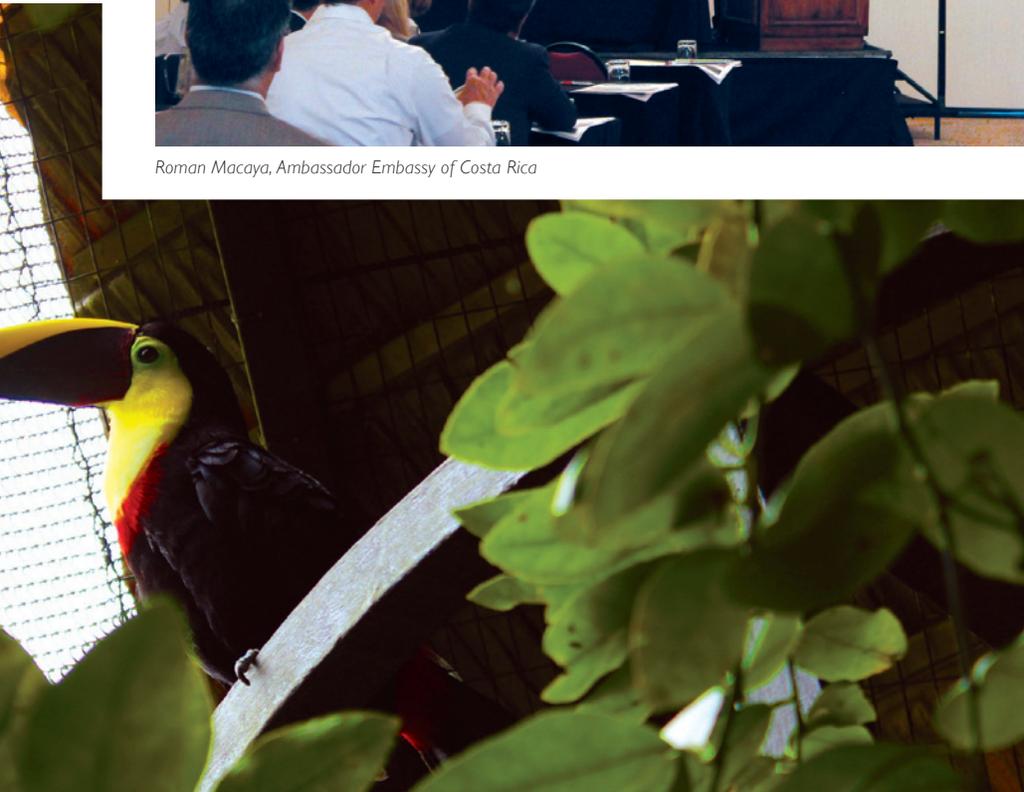




Pedro Beirute, General Manager of PROCOMER, the Costa Rican Export Promotion Authority, a government institution, addresses attendees at the PROMED sponsored dinner.



Roman Macaya, Ambassador Embassy of Costa Rica



Caribbean, a Carrier/General Managers Session, Latin America Medical Travel Trends, Captive Insurance Opportunities in Latin America and Self-Insurance Business Opportunities in South America.

At the conclusion of the educational program a private tour of local facilities was coordinated by **Massimo Manzi**, Executive Director, Council for International Promotion of Costa Rica Medicine (PROMED). PROMED is the board for the promotion and quality assurance of the Costa Rican healthcare industry. Since 2006, PROMED has organized efforts for the development of the global healthcare industry including training, inter-institutional coordination, international promotion and partnerships.



The group visited CIMA San Jose Hospital, CLINICA BIBLICA Hospital, UNIBE Hospital, Century XXI Radiotherapy.

“The hospital tours were thorough and impressive. The equipment is state of the art and operated by competent technicians trained in Costa Rica. There is a national commitment as evidenced by the Ambassador to the United States attending the tour with us. Frankly, I wish I had had this

“I truly enjoyed the tour of the Costa Rican medical centers. It was fantastic to see the care that is delivered, but also the advancement in technology and innovation that is happening there!”

– Mary Seery, Director,
National Business Markets, Cancer Treatment Centers of America



tour before having a couple dental implants earlier this year in Florida. It would have saved me a considerable amount of money.” – **Les Boughner**, Chairman, Advantage Insurance Management

“One of my absolute highlights of the SIIA International Conference was the healthcare tour. We had the opportunity to tour four very impressive and different facilities. There were so many aspects to be impressed by in the tour including the genuine enthusiasm that the professionals of these centers had when hosting the tour. I was also struck by the medical expertise and knowledge of U.S. medical practices that the facilities had. They were able to relate expertise that they had in Costa Rica to that of the United States whether that included citing advanced medical technologies, more affordable pricing or decreased political



and legal constraints in Costa Rica. I also appreciated the opportunity to network with the healthcare facility staff and exchange best practices and obstacles in both United States' and Costa Rican healthcare.” – **Daniél C. Kimlinger**, PhD, MHA, SPHR, SHRM-SCP, Human Resources and Organizational Psychology Leader, MINES and Associates ■

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