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For Immediate Release

## **ASIA SPA INSTITUTE TEAMS UP WITH 4 REGIONAL SPA GURUS FROM JAPAN, HONG KONG, AND THE UNITED STATES TO DEVELOP ITS FIRST SPA CERTIFICATION PROGRAMME IN SHUNDE AND ASIA**

- Programme developed to professionalize and raise standards in billion-dollar spa and wellness industry, while also promoting the tourism and hospitality industry.
- Certificate programme targets spa owners, managers, supervisory, as well as graduates looking to take on the spa management skills
- China, Macau and Hongkong spa and wellness industry set to grow US\$500 million in Asia, and expects double-digit growth in the next three years while influencing other parallel business sectors in leisure, health, beauty, and medical.

**Singapore, November 9, 2007** – In aligning its efforts to support the growing spa and wellness industry, the Asia Spa Institute (ASI) has teamed up with 4 Regional Spa Gurus and guest speakers from Japan, Hong Kong, and the US to develop a series of spa development certification programmes in Singapore and Asia to address the changes in the evolving spa and wellness sector in the region.

The programme, which will run from 11-14 January 2008 in Shunde, is the first of its kind to be recognized by the Shunde Tourism and held at Shunde Polytechnic, the fastest growing hospitality Education institute in the China.

The programme's syllabus is tailored specifically to provide the necessary skills to not only raise the professional standards but also give appropriate recognition to the spa and wellness industry. While the programme targets industry players such as the local and regional spa owners, hoteliers, managers and supervisors.

Through this spa development certification programme, prospective applicants are able to earn their Continuous Professional Education credits. Prospective applicants who would like to pursue further studies may do so with the KIUST diploma that is awarded both by the ASI and the KIUST. Both the KIUST and Derby University also award diploma and degree programmes

The spa development certificate programme comes at a time when the development and growth of the spa and wellness industry are facing an explosive growth in Asia. It will focus on the investment, development and management of spa & wellness facilities and how the spa & wellness industry can tap on the promising spa-tourism and medi-spa concepts.

“As a veteran in the spa and wellness industry, I applaud the Institute's bold step to train

and upgrade the spa management level of skill, to not only build their career path, but also expand their businesses both locally and beyond. The information provided in this programme aims to professionalize and raise industry standards so that spa and wellness operators are properly trained and recognized," says Dr Theresa Chew, who is both chairman and advisor on the ASI advisory board as well as President of SWAS.

Some of the more prominent spa players taking the helm in this series include Ms. Suzanne Ng, an international spa consultant, as well as founder and President of Conceptasia Inc, and Roberta Leung , Dean of Shunde Polytechnic. All speakers and lecturers are well respected in the spa and hospitality industry as movers and shakers in the business. More information on their backgrounds, as well as further information on the other guest lecturers, is available in Appendix 1.

For those who are interested but unable to attend this upcoming course can also expect to look up for March 2008 course.

For more information on course syllabus and registration, please visit us at [www.asiaspa-institute.com](http://www.asiaspa-institute.com) or call +65 6887 1125.

#### **About Asia Spa Institute**

The Asia Spa Institute (ASI) is set up for the sole purpose of raising the profile and professionalism of the burgeoning spa and wellness industry locally and regionally. It dedicates itself as a centre for continual learning and training through formal education and structured courses conducted by world-class practitioners and authorities in these areas.

The ASI was set up in the light of the rapidly rising development, and new innovative and growth opportunities in the spa and wellness industry in the region, which has grown exponentially over the past few years.

The key purpose is to provide the much-needed training and upgrading opportunities for the industry's stakeholders and to expose the regional stakeholders to a wide range of resources to tap on. The programs offered are regularly updated with the changing times and emerging trends.†

More information on the ASI can be found on their website at <http://www.asiaspa-institute.com/>.

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## **Appendix 1 – speakers and lecturers’ profiles:**

### **1. Dr Theresa Chew-Tan**

Dr Theresa Chew is the co-founder, President and Chief Executive Officer of Expressions International, a leading healthy lifestyle services provider offering wellness & spa, beauty and slimming services and also one of the founders of ASI (Asia Spa Institute). She is actively involved in the wellness, beauty and spa industry through her leadership and participation in numerous spa conferences. Her current portfolio includes being the first President of Spa and Wellness Association Singapore (SWAS) and council member for Asia Pacific Spa and Wellness Council (waiting for incorporation).

### **2. Suzanne Ng, International Spa Consultant, Conceptasia Inc**

Suzanne Ng is the Founder and President of Conceptasia Inc, a specialized Spa and lifestyle consulting company with prestigious clients such as Mandarin Oriental, Westin, Mandara Spa, Expressions International and more. She is also the CEO of Spa Finder Japan, a joint venture company with Spa Finder which is the worlds leading spa travel and marketing company connecting consumers with the spa experience via publishing, travel, Internet, and corporate incentive services. She has consulted for and set up award winning spas in New York, Tokyo, Singapore, Hong Kong and other Asian properties. She started her career in Advertising with Dentsu, Young and Rubicam and has more than 15 years experience in Spa, Lifestyle and hospitality consulting. She speaks at international spa events in US and in Asia and is an advisory board member for Asia Spa Institute- Cornell Executive programs

### **3. Professor Dr Roberta Leung**

Professor Roberta Leung has achieved many rewards namely: Outstanding Hawaii Business Women of the Year 1980 and Who’s Who Among International Business and Professionals 2000. She is now the Professor and Dean for Shunde Polytechnics. She was the former President of Travel Industry Management International in Honolulu, Singapore and Hong Kong and also served as a Education Committee of the Hawaii Visitors Bureau.

### **4. Mabel Chau**

Mabel Chau, Director of Marketing for the hotel has over 25 years of working experiences in the hospitality industry. Ms. Chau is an EMBA graduate of the University of Ottawa, holder of CHE ( Certificate of Hospitality Coaching ) from the American Hotel & Lodging Educational Institute, also studies at The University of Toronto and University of Hawaii in advertising and Hotel Management . Her professional records include the Grand opening team of Hong Kong Disneyland and other international hotels in Asia. She was also Head of the Asia Regional Sales Office for The Peninsula Group for six years.