

**MEDIA INVITATION & MEDIA RELEASE**

**MEET OXFORD & COLUMBIA UNIVERSITY AUTHOR & PROFESSOR GERARD BODEKER  
Keynote Speaker on the Trillion Dollar Global Spa Economy at the Media Conference**

**Singapore, January 22, 2009** – Asia Spa Institute (ASI) has secured keynote speaker Professor Gerard Bodeker who is co-editor on the latest book on the Global Spa Economy to share on the growing global trillion dollar spa business in Singapore in November. Prior to the event, he will be in Singapore for one day only to meet with media on 29 September 2008.

Professor Gerry works internationally in the wellness and complementary medicine fields and has published extensively on traditional & complementary medicine. An Australian, whose doctoral studies were at Harvard, he is a senior faculty member in public health at Oxford University and Adjunct Professor of Epidemiology at Columbia University, New York. He is also editor of WHO's Global Atlas of Traditional, Complementary & Alternative Medicine.

He has been Chair of the Commonwealth Working Group on Traditional, Complementary and Alternative Medicine and has done work on traditional medicine and medicinal plant conservation for a number of UN agencies, including the World Health Organisation, the World Bank, the Global Environment Facility and the UN Food & Agriculture Organisation.

Prof. Bodeker is an Advisory Board Member of Spa Asia magazine and regularly advises corporations, government agencies, and international organisations on new directions in wellness practice and natural healthcare. He has also served as an advisor to National Geographic Magazine.

At the Media Conference Professor Bodeker will cover:

**UNDERSTANDING THE GLOBAL SPA INDUSTRY**

- Growth trends & practices of the industry from economic, social & business perspectives
- Groundbreaking & comprehensive approaches to global spa management
- Examining past, current & future spa & wellness trends
- Shaping wellness & health services in the 21st century

In Asia Pacific there are currently and estimated 324,969 employees working in 30,581 Spas with regional revenue of 9.8 Billion dollars. The objectives of the symposium are timely for the Integrated Resort where there is huge manpower shortage in the spa industry. Along with Professor Bodeker, ASI spa gurus and entrepreneurs will share, inspire and touch upon where the new billion dollar spa opportunities are in Asia.

Media Conference attendees will learn from Asia's Top Spa Industry Experts about how to be competitive in one of the fastest growing global industries and discover what it will take to succeed in the fast-paced world of international spas and spa developments in Singapore and overseas.

Understanding the Global Spa Industry Spa Management book co-edited by Professor Bodeker is described as "Original and groundbreaking text investigating the practise of managing spas - the fastest growing area of the hospitality and leisure industry."

The book examines the spa beginnings through to the business, social and ethical issues of contemporary management. It was written by a team of 30 internationally renowned business leaders,

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practitioners and academics from 10 countries, and packed with international case studies, examples and advice.

It is the first book to investigate the trends and practices of the Spa industry from economic, social and business perspectives.

Professor Bodeker will be one of the keynote speaker for the Spa Symposium 2008 hosted by Asia Spa Institute (ASI) on 26<sup>th</sup> November 2008, at the Singapore National Library for members and stakeholders of the spa industry and guests who want to discover how to profit from the thriving spa and wellness marketplace with annual industry revenues upwards of \$225 billion US dollars.

Apart from it, Professor Bodeker will also be on the prestigious panel for the upcoming nominations of "Spectacular Spas – Asia Pacific- 2009/2010" which will be the 4th edition of the "100 Best Spas of the World" book series by Bernard Burt.

Media personnel are invited to meet Professor Bodeker on 29 September for an interview. To schedule a time to meet with Professor Gerard Bodeker, please contact Joycelyn at 6887 1125 or [rsvp@asiaspa-institute.com](mailto:rsvp@asiaspa-institute.com) .

Spa Symposium 2008 Brochure:

[http://www.asiaspa-institute.com/Spasympoosium/SpaSymp\\_V030708.pdf](http://www.asiaspa-institute.com/Spasympoosium/SpaSymp_V030708.pdf)

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## **About Asia Spa Institute**

Asia Spa Institute (ASI) was founded for the sole purpose of raising the profile and professionalism of the spa and wellness industry. It dedicates itself as a centre for continual learning and training through formal education and structured courses conducted by world-class practitioners and global authorities in these areas. ASI was set up in light of the rapidly rising development and new innovative growth opportunities in the spa and wellness industry in the region that have grown exponentially over the past few years.

In 2006-2007, ASI proudly partnered with the prestigious Ivy League Cornell University for the first series of Spa Executive development programs in Singapore, Malaysia and Japan.

Asian Management Association (AMA), with the support of the Association of International Management (AIM) UK, recently awarded Asia Spa Institute (ASI) with Prestigious Professional Enterprise Certification (PEC). The distinction marks ASI's unique position in Spa Training qualifying it to be an icon that commands respect and learning worthiness, and honours the professionalism and progressiveness of an organization.

At the helm of the school's leadership are prominent spa players Dr. Theresa Chew, Co-Founder & CEO of Expressions International and President of the Spa & Wellness Association Singapore, Ms. Suzanne Ng, international spa consultant, and Founder & CEO of Conceptasia Management and Consultants Inc. All Asia Spa Institute speakers and lecturers are well respected in the spa and hospitality industry and are movers and shakers in their respective fields of endeavor.

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