

Asia Spa Institute proudly presents:  
**Spa Symposium 2008**  
**26th November**

Discover secret success strategies from  
Top Global Spa Gurus at the Singapore  
International Spa Symposium 2008!

- Do you know that spas are the fastest growing area of the hospitality and leisure industry?
- Do you want to know more about how to develop your existing spa career or work abroad?
- Are you planning a business or career switch?
- Are you interested to enter the thriving spa and wellness business?
- Are you interested to Benchmark your Spa for Success and nominate it as one of the 150 Spectacular Spas in Asia Pacific?

Enquiries at: [rsvp@asiaspa-institute.com](mailto:rsvp@asiaspa-institute.com)

Learn Effective Ways to Succeed in a Hot \$255 Billion Dollar Spa & Wellness Marketplace

**VENUE**

WEDNESDAY, NOVEMBER 26, 2008

9:00AM - 1:30PM

The National Library Building

Level 5 (Imagination Room)

100 Victoria Street

Singapore 188064

Investment: SGD\$68.00 per person (includes light lunch)

Organized & Hosted by:

Supported by:

**ASIA SPA** INSTITUTE  
**Spa & Wellness**  
—ASSOCIATION—SINGAPORE—

 SINGAPORE  
BUSINESS  
FEDERATION

 **MARINA**  
**MANDARIN**  
SINGAPORE  
MANAGED BY HERITUS  
HOTELS & RESORTS  
華文大酒店

Supported by:

• Decleor • Thai Spa Federation • Spa Finder • Ning - The Fusion Spa

# Programme Overview

Global Spa Gurus will share how you can succeed in one of the fastest growing global industries.

Featuring keynote speaker Professor Gerard Bodeker from the University of Oxford Medical School, Oxford UK, & Mailman School of Public Health, Columbia University, New York and co-editor of the latest book on Understanding the Global Spa Industry will share on the growing global trillion dollar spa business.

You will discover what it will take for you to enter the spa profession. You will learn how to maximize your personal earnings and succeed in the ever-changing world of international spas and spa developments in Singapore and overseas at Spa Symposium 2008.

On 26 November, the Asia Spa Institute will proudly host the Spa Symposium 2008 at the Singapore National Library from 9:30am to 1:30pm for members and stakeholders of the spa industry and guests who want to discover how to profit from the thriving spa and wellness marketplace.

Annual Spa & Wellness Industry revenues were upwards of US\$225 billion globally in 2007.

In Asia Pacific there are currently and estimated 363,648 workers employees working in 30,581 Spas with regional revenue of US\$11.9 billion.

The global industry is projected to grow to to reach revenues of US\$ 1 trillion in the next year. Opportunities for business growth are aplenty and in such a hot marketplace, it is important to:

- Keep abreast of the latest developments
- Spot upcoming trends
- Know how the global & regional industry is progressing
- Learn what is currently happening with up-to-date, relevant, real-world case studies
- Stay on top of the market
- Get ahead of the competition

# Symposium Agenda

## WELCOME

Deborah Torres Patel, Vice President, Asia Spa Institute

## UNDERSTANDING THE GLOBAL SPA INDUSTRY

Professor Gerard Bodeker, Oxford & Columbia University Professor & Author

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

## SPA DEVELOPMENT & SPA CAREERS WITHIN TODAY'S SPA INDUSTRY

Suzanne Ng, CEO, Conceptasia Management and Consultants Inc.

- Growth of spa opportunities in Singapore & the world
- Spa Career paths & what you need to know about them
- Milestones you must have for spa management
- Minefields to avoid in international career
- Tools to develop your career

## CAREERS FOR PROFESSIONAL QUALIFIED THERAPISTS

Jon Tay, SE-Asia Regional Representative, Examiner & Principal Teacher, International Federation of Aromatherapists (IFA UK)  
Director (Education, R&D) Arome Concepts Pte Ltd

- Career advancement as a qualified therapist in the spa industry
- How you can excel in the role of a professional qualified therapist
- Why you need to be equipped for further training & development

## BREAK

## SINGAPORE SPA SERVICE COMPETENCY

Dr. Theresa Chew, President, Spa & Wellness Association, Singapore

- Spa Market Trends
- Market overview – structure & segments
- Market challenges and key issues
- Shortage of spa manpower

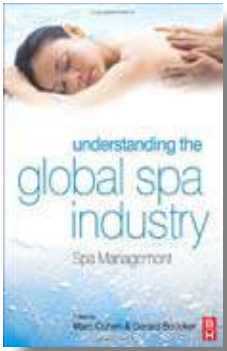
## ENTERPRISING SPIRIT FOR NEW BUSINESS

Richard Toh, CEO, Certified Consultant Academy Group of Organisations  
How to...

- Start an enterprise in the spa industry
- Overcome challenges & turn them into opportunity
- Form a structure system to sustain & multiply success

## Q&A SESSION (PANEL DISCUSSION)

# Speaker's Profiles



Professor  
G. Bodeker's book on  
Spa Management

## 1. GERARD BODEKER

Professor Bodeker 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.

## 2. SUZANNE NG

CEO of Conceptasia Management and Consultants Inc opened more than 15 spas around the world, including the award winning The Spa at Mandarin Oriental New York and Tokyo, and worked with top international spa brands Mandara Spa, Westin Hotel, Spa Botanica, Shangri-la, Lotte Hotels, Raffles Hotel and has developed award winning spa projects around the world.

## 3. DR THERESA CHEW

Dr. Theresa Chew is Co-Founder, President & CEO of Expressions International, a leading healthy lifestyle service provider offering wellness, spa, beauty and slimming services. She is also the Founder & Executive Director of Ning The Fusion Spa and Co-Founder and Advisory Chairwoman of the Asia Spa Institute. Dr. Chew created many firsts in the Asia Spa Industry.

## 4. JON TAY

Jon Tay, International Educator, Advisor and Consultant, has a strong background in psychology, aromatherapy and spa therapy. He travels extensively and is well known for his passion to impart research findings and knowledge in spa & wellness therapy, soft and management skills. Apart from training, he is involved in spa audit, wellness school setup and aroma-therapeutic product development. Jon co-founded the Asia Pacific Spa & Wellness Council (APSWC).

## 5. RICHARD TOH

Mr Richard Toh is the CEO of Certified Consultant Academy group of organisations, which has presence in 8 cities across 5 countries in Asia. The group focuses on Entrepreneurship Development and Professional Consultative Management Training. He has 20 years of Management experience coupled with 10 years of Entrepreneurial expertise.



# Registration Form

What people are saying about ASI programmes:

"Total and systematic approach...." - Verina Sim

“Helped me focus on career self-evaluation. Life-changing!”

Beatrice Chan

## REGISTRATION FORM

### PARTICIPANT INFORMATION

NAME	PROFESSION
COMPANY	
NATURE OF BUSINESS	<input type="checkbox"/> Spa & Wellness <input type="checkbox"/> Medical/Health <input type="checkbox"/> Investor/Developer <input type="checkbox"/> Hospitality
ADDRESS	<input type="checkbox"/> Paid by company <input type="checkbox"/> Others (please specify)
POSTAL CODE	COUNTRY
TEL	MOBILE
EMAIL	
METHOD OF PAYMENT	
CREDIT CARD	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> OTHER
NAME ON CREDIT CARD	3-DIGIT SECURITY CVV
CREDIT CARD NO	EXPIRY DATE (dd/mm/yy)
CHEQUE <input type="checkbox"/>	SIGNATURE

(Please send this form along with a cheque made payable to *Asia Spa Institute* & your name on the back of the cheque)

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[www.AsiaSpa-Institute.com](http://www.AsiaSpa-Institute.com)

\* Programme is correct at time of printing but is subject to change without notice. Payment is required with registration and must be received prior to event to guarantee your place.