



Asia Pacific Spa & Wellness benchmarking forum 2009

Objective

Attendees at the Spa Forum will have an opportunity to discover secret success strategies from Benchmark for Spa Success and learn simple and effective ways to succeed in the Multi Billion Dollar Spa & Wellness Marketplace.

About Asia Pacific Spa & Wellness Benchmarking Forum

An eye opening event which promises to be truly exceptional, this informative full-day program will update and lead you through spa benchmarking, riding on success models from all over the world and Asia's most celebrated practitioners. You will receive new insights and be challenged to develop creative ways to tap opportunities. Supported by Spa and Wellness Association, this is one event you cannot afford to miss!

Presented by

Partnering Top International Spa Gurus, Asia Spa Institute will present cutting-edge topics that are specifically designed to give each region's stakeholders an unrivalled competitive edge and insight into the billion dollar spa and wellness industry.

ASI is honored to have confirmed keynote speaker Bernard Burt at Asia Pacific Spa & Wellness Benchmarking Forum 2009 to speak about his latest book on the 150 Best Spa and the exciting global trillion dollar spa business.

Core Speakers

Mr. Bernard Burt authored "100 Best Spas of the World" for the Globe Pequot Press, "Fodor's Healthy Escapes" for Random House, and spa news at SpaGoer.com. Founding director of the International Spa Association (ISPA), he has staged conferences in the U.S. and Europe, shared insights at the London Spa Show, aboard the Queen Mary 2, and in Singapore for ASI. Currently he is working on a new trilogy, "Spectacular Spas," to be published in 2010.

Based in Washington, D. C., he is member of the National Press Club.

Mr. Mark Wuttke heads the Wuttke Group, LLC, a business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury and the emerging category of eco-chic. Wuttke is a founding board member of the Global Spa Summit,

founding editorial advisory board member of Organic Spa Magazine, and works closely with the Green Spa Network, International Spa Association, LOHAS, and Natural Beauty Summit [Europe & America]. Global in outlook, Wuttke's experience includes 14 years as President/CEO within the wellness community and has served over 12 years on numerous boards in green industries.

About ASI

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.

ASI since 2006-2008 is proudly supported by the Ministry of Trade Japan, Spa Finder, Singapore Spa & Wellness Association, and Federation of the Thai Spa, Luxasia, Cornell University USA, and Shunde Tourism Board & Shunde Polytechnic, China.

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 honors the professionalism and progressiveness of an organization.

Programme Highlights

9.00am – 9.15am	Registration (Coffee / Tea provided)
9.15am – 9.25am	Opening Speech by Ms. Susan Teng (Vice-President Spa & Wellness Association)
9.30am – 10.30am	Expand your Spa Market by Bernard Burt (Author of Spectacular Spas)
10.35am – 11.35am	How to Benchmark Green Spa by Mark Wuttke (Heds of Wuttke Group, LLC)
11.40am to 12.10pm	Benchmark your Spa for Success by Ms. Suzanne Ng (CEO of Conceptasia Consultants and Management Inc)

12.15pm to 12.35pm Potential of the Wellness Industry by Ms. Miranda Lee
(Ernst & Young Associates Pte Ltd)

12.35pm Lunch Break and Networking

Media Conference

1.35pm to 1.45pm Opening Speech by Dr. Theresa Chew
(Panel of Advisor of Asia Spa Institute)

1.50pm to 2.40pm Criteria of Spectacular Spas by Mr. Bernard Burt
(Author of Spectacular Spas)

2.45pm to 3.10pm Media Prediction of the Future of Spa by Mr. Gael Burlot
(Managing Director, South-East Asia)

3.15pm to 3.35pm Travel Predication on the future of Spa by Ms. Susan Teng
(First Vice President of Spa and Wellness Associations)

3.40pm to 3.55pm Round Table Interview
(Mr. Bernard Burt, Dr. Theresa Chew, Mr. Gael Burlot and
Ms. Susan Teng)

4.00 pm Event End

Venue : Megu@Singapore Flyer

Date : Monday, 11 May 2009

Time : 9.00 am – 4.00 pm

Registration : Deadline 04 May 2009

RSVP with : Joycelyn Tu / Kiko Wang @ 68871125 / rsvp@asiaspa-institute.com

SWAS/ASI Member: S\$68.00

Non Member: S\$98.00