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**Cosmoprof Spa & Beauty Adds High-Profile Speakers****Posted on March 10, 2010 @ 08:36 am**

Cosmoprof Spa & Beauty—with more than 500 exhibiting companies from the worlds of spas, beauty salons and equipment— will run April 16-19 at Cosmoprof Bologna. In addition, a forum entitled “Cosmoprof Spa & Beauty Symposium,” will take place in an exclusive space within the exhibition, and will feature “undisputed main players in the worldwide scene,” with the shared goal of interacting and improving awareness of the spa market.

Twenty internationally celebrated speakers will participate, focusing on an extensive array of topics. Scheduled speakers on April 16 include Andrew Gibson (group director spas, Mandarin Oriental Hotel Group, Hong Kong); Daniella Russell (independent consultant lifestyle-spa-wellness, Universal Wellness, Dubai); and Tolja Jader (professor master of design at Domus Academy, Milano, Italy). They will examine the impacts of local culture on spa development, underlining the need to shift from the “globalization” to the “glocalization” concept. The relationship between man and his body in the different parts of the world will be examined to highlight how generally a spa, in order to operate successfully, cannot ignore the respect for the social and cultural structure where it is integrated.

On April 17, “Zero Impact Day,” Valérie Parenty (consulting director at Saguez Partners, France); Penelope Tympanidis (consultant dermatologist at Benostan Ltd., Greece); and Mark Wuttke (principal of the Wuttke Group LLC, USA) will make an in-depth analysis of the “greenwashing” concept. Environmental-impact subjects, which are linked to an eco-spa, will be discussed, such as energy savings and water recycling.

The second conference to be held on April 17, will focus on water-related therapies and the new thermalism with speeches by sector leaders such as Andrea Quadrio Curzio (president QC Thermae Group-Le Terme del Benessere, Italy); Costanzo Jannotti Pecci (president, Federterme, Italy); Enrico Patacchiola (development manager of Terme di Roma, Italy); and Simone Micheli (Simone Micheli Architectural Hero, Italy).

During the conference on April 18, Dagmar Rizzato (general manager, Rizzato Spa Consulting, Germany); Marina Daccò (management consultant for strategic brand and spa projects, Italy); and Carsten Boss (head therapist for Pino pharmaceutical products GmbH, Germany) will compare the experience of the spa industry and beauty salons.

On the last day of the conference, April 18, “Adopt a Day-Spa,” will focus on the subject of how young people can become successful entrepreneurs by investing in the business of spas and beauty salons. Case histories of successful startups will be explored and a survey of the required supports to start a business will be provided.

A 30-person buyer delegation (made up of hotel managers and distributors) will attend the exhibition over two days of B2B meetings, geared toward encouraging new business opportunities.

More info: [www.cosmoprof.it](http://www.cosmoprof.it)**Calendar**

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