

# AGENDA

**A DEFINING MOMENT**



**Global Spa &  
Wellness Summit**

JOINING TOGETHER. SHAPING THE FUTURE.



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**A gentle reminder:** To insure that everyone is able to “stay in the moment,” without distractions, we ask that you silence your mobile phones and devices and turn off all electronic devices, including laptops and tablets, before each session. If you wish to take notes on a laptop or tablet, please sit in the special section reserved for this purpose.



# 2013 AGENDA

## A DEFINING MOMENT

### FRIDAY, OCTOBER 4

#### PRE-SUMMIT ACTIVITIES

**9:00 am – 6:00 pm**

3rd Floor  
 Ballroom Foyers  
 The Oberoi

**Summit Concierge & Registration Desk Open**

**Sponsored by BABOR**

#### Casual, Get Acquainted Salons

**2:00 pm – 3:00 pm**

Lilac Ballroom  
 The Oberoi

The Indian Philosophy of Wellness: Ancient Wisdom, Modern Techniques and Science of the Self

**Sadhviji Bhagawati Saraswati, PhD**, President, Divine Shakti Foundation, India

**2:00 pm – 3:00 pm**

Camellia Ballroom  
 The Oberoi

Your Assets Wear Shoes! Raising Awareness of Massage and Spa Careers

**CG Funk**, Vice President of Industry Relations & Product Development, Massage Envy Spa, U.S.

**3:00 pm – 4:00 pm**

Lilac Ballroom  
 The Oberoi

Women's Wisdom Circles

**Dondeena Bradley**, VP, Global Design and Development Nutrition Ventures, Wello, U.S.

**Bonnie St. John**, President, Blue Circle Leadership, U.S.

**3:00 pm – 4:00 pm**

Camellia Ballroom  
 The Oberoi

All Things Mobile: Why Some Companies are Abandoning Desktop and Going Totally Mobile – the View From Silicon Valley

**Clare Martorana**, Wellbeing Innovation Practice Leader, Wisdom Works, U.S.; Former SVP General Manager and Editor-at-Large, WebMD, U.S.

**4:00 pm – 4:30 pm**

Grand Ballroom  
 The Oberoi

**Meeting: All Speakers and Presenters**

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## Casual, Get Acquainted Salons

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**4:30 pm – 5:30 pm**

Lilac Ballroom  
The Oberoi

Raise the Red Lantern or Fly the White Flag: Understanding the  
Outbound Chinese Traveler

**Catherine Feliciano-Chon**, Founder & Managing Director, CatchOn &  
Company Ltd., Hong Kong

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**4:30 pm – 5:30 pm**

Camellia Ballroom  
The Oberoi

Eternal Quest: There are many 'Indias' one can approach and access  
according to ones own priorities—this is a quest with enduring  
enchantment and no fixed destination.

**Dr. Pushpesh Pant**, Professor of International Relations, Jawaharlal  
Nehru University, Delhi, India

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**5:30 pm – 6:15 pm**

Lilac Ballroom  
The Oberoi

**Meeting: All Press Delegates**

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**7:30 pm – 9:30 pm**

The Party Lawn and  
Palm Courtyard,  
Trident Gurgaon

**Cocktail Reception**

**Sponsored by Oberoi Hotels and Resorts**

“Street Foods of India”

**Attire:** Casual or cocktail attire

**Welcome Remarks**

**Kapil Chopra**, President, The Oberoi Group, India

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# GLOBAL WELLNESS TOURISM CONGRESS

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**SATURDAY, OCTOBER 5**

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## **OUTWARD**

### **The Global Business of Wellness**

**6:30 am – 7:30 am**

The Lawn, Trident

#### **Yoga/Meditation**

Specially arranged session with accomplished instructors

**6:30 am – 8:45 am**

threesixtyone°, The Oberoi or  
Cilantro, Trident

#### **Breakfast**

**Sponsored by ResortSuite**

**7:00 am – 6:00 pm**

Ballroom Foyers, The Oberoi

#### **Summit Concierge & Registration Desk Open**

**Sponsored by BABOR**

**9:00 am**

Grand Ballroom  
The Oberoi

#### **General Session: Welcome & Opening Remarks**

Global Wellness Tourism Congress

**Peter Ellis**, Chairman & CEO, Spafinder Wellness, Inc.; Chairman Emeritus, Global Spa and Wellness Summit, U.S.

**Andrew Gibson**, Chairman of the Organizing Committee, Global Spa and Wellness Summit, U.S.

**Susie Ellis**, President, Spafinder Wellness, Inc.; CEO & Chairman, Global Spa and Wellness Summit, U.S.

**Bonnie St. John**, President, Blue Circle Leadership, U.S.

Grand Ballroom  
The Oberoi

#### **General Session: Keynote Speaker and Q & A**

Spa, Wellness and Tourism: An Industry at the Confluence of Global Mega-Trends

**Thierry Malleret**, Co-Founder, The Monthly Barometer; Global Strategist and Economist, France

Grand Ballroom  
The Oberoi

#### **General Session: A Keynote Dialogue**

How Tourism Became the World's Biggest Industry – With Lessons for Wellness Tourism

**Jean-Claude Baumgarten**, Chairman & CEO, CREWE Associates; Former President, World Travel and Tourism Council, France

From The Travel Trenches: Connecting the Dots on The Wellness Tourism Roadmap

**Peter Greenberg**, Travel Editor, CBS News, U.S.

Grand Ballroom  
The Oberoi

#### **General Session: Keynote Speaker**

The Birth of Wellness Tourism : An Incredible Story

**Amitabh Kant**, CEO & MD, Delhi Mumbai Industrial Corridor Development Corporation; Former Principal Secretary & Special Commissioner (Industries), Government of Kerala; Former Joint Secretary, Ministry of Tourism, Government of India; and Creator, "Incredible India Campaign," India

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Grand Ballroom  
The Oberoi

**General Session: Introducing 2013 Titanium Sponsors**

**Incredible India and Vana Retreats**

Introduction by **Sallie Fraenkel**, Executive Vice President, Global Spa and Wellness Summit, U.S.

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**10:54 am – 11:24 am**

Ballroom Foyers and  
Fifth Floor Banquet Lobby

**Networking Energy Break**

**Sponsored by Barr + Wray**

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**General Session: Remarks**

**Dr. K. Chiranjeevi**, Minister of State for Tourism, Ministry of Tourism, Government of India, India

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**General Session: Speaker**

SRI International Research Study: The Global Wellness Tourism Economy

**Ophelia Yeung**, Co-Director, Center for Science, Technology & Economic Development, SRI International, U.S.

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**General Session: Speaker**

The Truth about Wellness

**David McCaughan**, EVP McCann Japan, Director Truth Central Asia Pacific; Japan

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**General Session: Introducing 2013 Summit Industry Sponsors**

**Jhāna Healing, Mindfulness and Yoga Center, Lighting Science, Massage Envy Spa, Red Door Spa, Wellness Interactive, WTS International**

Introduction by **Sallie Fraenkel**, Executive Vice President, Global Spa and Wellness Summit, U.S.

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**12:30 pm – 1:50 pm**

Luxury Retail Arcade  
The Oberoi

**Interactive Lunch**

**Sponsored by Spafinder Wellness, Inc.**

**Table Topic Discussions**

Roundtable discussions with designated leaders. Each table will have a specific topic. Sit at any table you like.

1. What Hospitality Professionals Should Know about Middle East Culture, **Abdul Aziz Al Emadi**, Chief Executive Officer, DOHALAND Hospitality, Qatar
  2. Spa, Beauty, Wellness in Saudi Arabia, **Talal Ali**, Founder and President, Enaya Care International Co. Ltd., Saudi Arabia
  3. The Mind/Body Spa Professional: Our Future, **Julie Bach**, VP Spa Division, JHANA Healing Mindfulness and Yoga Center, U.S.
  4. Fast-track Strategy to Wellness Tourism, **Dr. Raimonda Balniene**, Director General, Lithuanian State Tourism Department, Lithuania
  5. Secrets to Making Money in the Hotel Business, **Emanuel Berger**, President & CEO, Berger Hospitality Management, Switzerland
  6. Common Internet Marketing Mistakes to Avoid, **John Bevan**, Managing Director, SpaFinder Europe, UK
  7. Ashrams of India: Past, Present, Future, **Sadhvi Bhagawati Saraswati**, President, Divine Shakti Foundation, India
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8. History of Taj Hotels Resorts and Palaces, **Raymond Bickson**, Managing Director & CEO, Taj Hotels Resorts and Palaces, India
  9. Spa and Wellness: Brazil and South America, **Marianne Brepohl**, Co-Owner, Lapinha SPA, Brazil
  10. Media + Wellness = Lifestyle Changes, **Subhash Chandra**, Chairman and Founder, Veria Living-USA; Chairman, Essel Group, Zee Entertainment Enterprises Ltd & Zee Media Corp Ltd., U.S./India
  11. PepsiCo and Wellness: Let's Have the Discussion, **Dondeena Bradley**, VP, Global Design and Development Nutrition Ventures, PepsiCo, U.S.
  12. History of Oberoi Hotels and Resorts, **Kapil Chopra**, President, The Oberoi Group, India
  13. All about Sustainable Tourism, **Costas Christ**, Sustainability Ambassador, Six Senses Hotels Resorts Spas, U.S.
  14. Panchakarma, Ancient Detox Practices and Industrial Toxins, **Dr. Marc Cohen**, Professor, RMIT University, Australia
  15. Company Growth Through Partnerships, **Marshall Dahneke**, President & CEO, Performance Health Inc., U.S.
  16. Doing Business in Poland, **Arek Dawidowski**, Managing Director, ForSpa / European Spa Foundation, Poland
  17. Clever Ways to Incentivize Employees and Control Costs, **Anthony de Leede**, Owner and Founder, Gwinganna Lifestyle Retreat, Australia
  18. Medicine and Acupuncture, **Dr. Mariela de Silveira**, Board of Directors, Kurotel Longevity Center & Spa, Brazil
  19. Creativity as a Competitive Advantage, **Gina Diez Barroso de Franklin**, President & CEO, Grupo Diarq, Mexico
  20. My Role as Director of Serendipity, **Kyia Downing**, Director of Serendipity, Wello, U.S.
  21. Finding Investment Money, **Peter Ellis**, Chairman & CEO, Spafinder Wellness, Inc., U.S.
  22. Wellness Tourism: Morocco, **Kenza Fassihi**, Strategy Analyst, Moroccan Agency for Tourism Development, Morocco
  23. When Investment Decisions Involve Family, **Katrine Formby**, Sable Investments, Co-Founder, U.S.
  24. Miracles: My Work with Dental Stem Cells, **Dr. Prof. Abraham Franklin**, President & CEO, Grupo Franklin, Mexico
  25. Travel 2020: My Vision of the Future, **Peter Greenberg**, Editor, CBS News Travel, U.S.
  26. What is Ayurveda Aromatherapy? **Farida Irani**, Director & Founder, Subtle Energies Pty Ltd, Australia
  27. What Investors are Looking For These Days, **Omer Isvan**, President, Servotel Corporation, Turkey
  28. Putting the FUN Back into Spa, **Neil Jacobs**, CEO, Six Senses Hotels Resorts Spas, Thailand
  29. "Smart Cities" of the Future, **Amitabh Kant**, CEO & Managing Director, Delhi Mumbai Industrial Corridor Development Corporation, India
  30. The Story of Ananda in the Himalayas, **Ashok Khanna**, Managing Director, Ananda in the Himalayas, India
  31. Careers in the Spa Industry and Its Social Status, **Neelam Khanna**, Founder and Chairperson, Ananda Spa Institute, India
  32. Entrepreneurial Decision Making, **Naresh Khattar**, Board of Directors, The Farm at San Benito, The Philippines
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33. The Technology Industry in India, **Sudheer Koneru**, Managing Director, ManageMySpa, U.S.
  34. Ayurveda: In India. Outside of India, **Abhilash KR**, Owner, Kairali Ayurvedic Group, India and **Tara Grodjesk**, President, TARA Spa Therapy, U.S.
  35. What Customers Want in Fitness, **Gianluca Lagana**, Executive Director of Global Hospitality, Technogym, Italy
  36. Incorporating Mindfulness in Spas: Staying Mindful at This Summit, **Dr. Franz Linser**, Founder & CEO, Linser Hospitality, Austria
  37. From Mega-Golf to Mega-Spa, **Peggy Liong**, Group Executive Director, Mission Hills Group, China
  38. I Am Pessimistic about...I Am Optimistic about..., **Thierry Malleret**, Co-Founder, The Monthly Barometer, France
  39. How to Connect Emotionally with Your Customers on the Internet, **Clare Martorana**, Wellbeing Innovation Practice Leader, Wisdom Works, U.S.
  40. Research Data on Wellness and on Beauty, **Dave McCaughan**, EVP McCann Japan; Director, Truth Central Asia Pacific, McCann Worldwide Asia Pacific, Japan
  41. Strategies for Robust Growth, **Rupert Schmid**, Chairman of the Board & Partner, Biologique Recherche, France
  42. Deciding How Much to Spend on Marketing, **Stephen Purdew**, Owner & Managing Director, Champneys Health Resorts, UK
  43. Hospitals and Spas: What's the Future? **Curtis Schroeder**, CEO and Founder, Intermedika, U.S.
  44. Conquering Cancer: My Personal Story, **Ingo Schweder**, Chief Executive Officer, GOCO Hospitality, Thailand
  45. What It Means to be a Sikh, **Analjit Singh**, Chairman, Max India Group, India
  46. Recruiting More Students into the Spa Industry, **Isobel Stockdale**, Assistant Subject Manager, The University of Derby, Buxton, UK
  47. Spiritual Dialogue, **Chicco Tatriele**, Managing Director and Co-Founder, Fivelements, Indonesia
  48. A Passion for Tea, **Bertrand Thiery**, CEO and Co-Founder, THÉMAÉ, France
  49. Greening Asia: Sustainable Architecture, **Winnie Tsao**, Director, Paradigm Wellness, Singapore
  50. Wellness and Vibrant Senior Living Communities, **Tara Vachani**, CEO, Antara Senior Living Ltd., India
  51. Global Standards and Practices for the Spa Industry, **Trent Walsh**, Managing Director, Leading Quality Assurance, UK
  52. Opportunities in Corporate Wellness, **Desiree Watson**, President, Wellness Interactive, Inc., U.S.
  53. The Art of Risk-Taking in Business, **Richard Woltman**, Chairman, Girard Securities Inc., U.S.
  54. Wellness Tourism and Medical Tourism: The Way Forward, **Josef Woodman**, Founder and CEO, Patients Beyond Borders, U.S.
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**12:30 pm – 1:50 pm**

Lilac Ballroom,  
The Oberoi

**Press Conference For Media and Press Delegates**

Lunch to follow in Camellia Ballroom

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**1:50 pm**

Grand Ballroom  
The Oberoi

**General Session: Speaker**

Why Medicine is Courting Wellness

**Josef Woodman**, Founder and CEO, Patients Beyond Borders, U.S.

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Grand Ballroom  
The Oberoi

**General Session: Speaker**

Medical & Spa Tourism: Marriage Made in Heaven...or Shotgun Wedding?

**Curtis Schroeder**, CEO and Founder, Intermedika, Former CEO Bumrungrad Hospital, Thailand

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Grand Ballroom  
The Oberoi

**General Session: Panel Discussion**

Honorable Ministers of Tourism: How Governments are Prioritizing, Preparing, and Branding their Countries for Wellness Tourism

**Moderator: Anni Hood**, Consultant: Wellness, Spas, Hospitality, U.K.; Government Relations, Global Spa and Wellness Summit, U.S.

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Grand Ballroom  
The Oberoi

**General Session: Panel Discussion**

A Conversation With...

**Moderator: Susie Ellis**, President, Spafinder Wellness, Inc.; CEO & Chairman, Global Spa and Wellness Summit, U.S.

**Panelists:**

Brazil: Medical Tourism and Wellness Tourism

**Dr. Mariela de Oliveira Silveira**, Board of Director, Kurotel Longevity Center and Spa, Brazil

Austria and Cluster Wellness Tyrol

**Dr. Franz Linser**, Founder & CEO, Linser Hospitality, Austria

A Successful Model: Travel Agents Sell Wellness Tourism and Facilitators Sell Medical Travel

**Anne Marie Moebes**, Executive Vice President, Well-Being Travel, U.S.

Differentiating Wellness Tourism and Health Tourism in Hungary

**László Puczkó**, Managing Director, Xellum Management Consulting, Author, Health Tourism & Hospitality, Hungary

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**General Session: Introducing 2013 Summit Diamond/Platinum/Gold Sponsors**

**Spafinder Wellness, Inc., Taj Hotels Resorts & Palaces, Clarins, BABOR, ManageMySpa, Fairmont Raffles Hotels International**

Introduction by **Sallie Fraenkel**, Executive Vice President, Global Spa and Wellness Summit, U.S.

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**3:56 pm – 4:26 pm**

Ballroom Foyers and Fifth Floor  
Banquet Lobby

**Networking Energy Break**

**Sponsored by [comfort zone]**

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**General Session: Introducing 2013 Summit Global Forum Sponsors**

**Delos, IHWA, NATURA BISSÉ, TIP TOUCH International**

Introduction by **Sallie Fraenkel**, Executive Vice President, Global Spa and Wellness Summit, U.S.

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Grand Ballroom  
The Oberoi

**General Session: Speaker**

Should Wellness Tourism Embrace Wellness of the Planet? The Business Case for Doing Well by Doing Good

**Costas Christ**, Editor/Columnist, National Geographic Traveller, U.S.; Sustainability Ambassador, Six Senses Hotels Resorts Spas, U.S.

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Grand Ballroom  
The Oberoi

**General Session: Super Panel and Q&A**

What is Next for Wellness Tourism?

**Moderator: Peter Greenberg**, Travel Editor, CBS News, U.S.

**Panelists:**

**Jean-Claude Baumgarten**, Chairman & CEO, CREWE Associates; Former President, World Travel and Tourism Council, France

**Amitabh Kant**, CEO & MD, Delhi Mumbai Industrial Corridor Development Corporation; Former Principal Secretary & Special Commissioner (Industries), Government of Kerala; Former Joint Secretary, Ministry of Tourism, Government of India; and Creator, “Incredible India” campaign, India

**Mia Kyricos**, Chief Brand Officer, Spafinder Wellness, Inc.; Former Director of Global Spa Brands & Programming, Starwood Hotels & Resorts Worldwide

**Curtis Schroeder**, CEO and Founder, Intermedika, Former CEO Bumrungrad Hospital, Thailand

**Josef Woodman**, Founder and CEO, Patients Beyond Borders, U.S.

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**7:30 – 10:30 pm**

The Oberoi, Gurgaon

**Gala Cocktail Reception & Dinner: International Scramble**

**Sponsored by Oberoi Hotels and Resorts**

**Cocktails at the Luxury Retail Arcade**

**Welcome Remarks**

**Vikram Oberoi**, Chief Operating Officer and Joint Managing Director, EIH Limited, India

**“The Defining Moments Dinner”**

**threesixtyone° Restaurant**

**Attire:** Cocktail attire

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# SUNDAY, OCTOBER 6

## INWARD

### The Inspirational Business of Wellness

**6:30 am – 7:30 am**

The Lawn, Trident

#### **Yoga/Meditation**

Specially arranged session with accomplished instructors

**6:30 am – 8:45 am**

threesixtyone°, The Oberoi or  
Cilantro, Trident

#### **Breakfast**

**Sponsored by ResortSuite**

**7:00 am – 6:00 pm**

Ballroom Foyers, The Oberoi

#### **Summit Concierge and Registration Desk Open**

**Sponsored by BABOR**

**8:00 am – 9:00 am**

Grand Ballroom  
The Oberoi

#### **5th Annual Student Challenge Competition**

Student Challenge 2013: Showcase a Design and Concept for a Spa of the Future that Encompasses Authentic Indian Culture and Could be Rolled out Globally. It Must be Commercially Viable, Credible and Proven.

Moderated by **Susan Harmsworth**, Founder & CEO, ESPA International, U.K. and **Mary Tabacchi**, PhD, Professor, Cornell University, U.S.

#### **Competing Teams:**

##### **Indian School of Business, Hyderabad, India**

Students: Mansi Chawla, Ishan Gupta, and Abhinav Ramagiri

Professor: Sridhar Samu, Assistant Professor of Marketing

Architect: Madhav Raman, Founder & Partner, Anagram Architects, India

##### **Institute of Hotel Management, Aurangabad (IHM-A), Maharashtra, India**

Students: Shreeya Mahant, Varun Sahgal, Raj Shah

Professor: Satish Jayaram, Principal

Architect: Jeffrey A. Wilkes, Founder & Designer, DESIGNWILKES Sdn Bhd, Malaysia

##### **University of Delhi, New Delhi, India**

Students: Arvind Hoskote, Syed Ashraf Husain, Neha Joshi and Kumar Prashanth

Professor: Dr. Monica Singhania, Associate Professor, Faculty of Management Studies

Architect: Tarun Sejwal, Managing Principal, Urban Space Consultants Pvt. Ltd., India

#### **Judging Panel:**

**Filip Boyen**, Chief Operating Officer, Orient-Express, U.K.

**Simon Casson**, Regional Vice President & Global Spa Chairman, Four Seasons Hotels and Resorts, Qatar

**Adrian Egger**, Managing Director, Spa Division, KLAFS, Germany

**Sammy Gharieni**, Founder & CEO, Gharieni Group, Germany

**Sheila McCann**, General Manager, Chiva-Som International Health Resort Co., Ltd, Thailand

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**9:00 am**

Grand Ballroom  
The Oberoi

**General Session: Keynote Speakers**

Titans of Business: Personal Journeys

The Max Story: Business, Life and Wellness

**Anajit Singh**, Chairman, Max India Group, India

Against all Odds: Success in India

**Raymond Bickson**, Managing Director & CEO, Taj Hotels & Resorts, India

Guts to Glory: Creating an Award Winning Luxury Hotel Brand

**Kapil Chopra**, President, The Oberoi Group, India

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Grand Ballroom  
The Oberoi

**General Session: Presenters**

A Sampling of Industry Philanthropy

An Unexpected Calling

**Geraldine Howard**, President, Aromatherapy Associates Ltd., U.K.

Update on the Whole World Water Initiative

**Sonu Shivdasani**, CEO, Soneva Resorts, Residences & Spas, Thailand

Trees for India

**Ella Stimpson**, Chairman of the Board, The International Spa Association; Executive Director of Spas, Wynn Las Vegas, U.S.

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**10:10 am – 10:40 am**

Ballroom Foyers and  
Fifth Floor Banquet Lobby

**Networking Energy Break**

**Sponsored by Wello**

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**10:44 am – 11:00 am**

**Moving Art**

**Louie Schwartzberg**, Founder and President, BlackLight Films, U.S.

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**11:00 am – 12:30 pm**

**General Session: Keynote Speaker**

What is Wellness?

**His Holiness The Dalai Lama**

Q & A with His Holiness The Dalai Lama

**Moderator: Dr. Kenneth R. Pelletier**, Clinical Professor of Medicine, University of California School of Medicine; Award Winning Author, U.S.

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**12:30 pm – 2:00 pm**

Luxury Retail Arcade

**Networking Lunch**

“The Art of Nourishment”

**Sponsored by Clarins**

**Table Topic Discussion Forums**

Global Hotel Spa Forum

Global Destination Spa Forum

Global Hydro-Thermal Forum

Global Hot Springs Forum

Global Spa Retail Forum

Global Spa Education Forum

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**12:30 pm – 2:00 pm**

Lilac Ballroom,  
The Oberoi

**Press Conference For Media and Press Delegates**

Lunch to follow in Camellia Ballroom

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**2:00 pm**  
Grand Ballroom  
The Oberoi

**General Session: Panel**

“Spas, Wellness & Sustainability, Taking It to the Next Level”

**Moderator: Costas Christ**, Editor at Large and Columnist, National Geographic Traveller; U.S.; Sustainability Ambassador, Six Senses Hotels Resorts & Spas, Thailand

**Panelists:**

**Brian Anderson**, Sustainable Development Coordinator, Chiva-Som International Health Resorts Co., Ltd, Thailand

**Andrew Gibson**, Group Director of Spa, Mandarin Oriental Hotel Group, Hong Kong

**Peggy Liong**, Group Executive Director, Mission Hills Group, China

**André Russ**, Vice President Sales, EarthCheck, Australia

**Rubina Sen**, Focal Point India Coordinator, Global Report Initiative, India

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Grand Ballroom  
The Oberoi

**General Session: Speaker**

Wired Wellness: Making it Personal

**Clare Martorana**, Wellbeing Innovation Practice Leader, Wisdom Works, U.S.; Former SVP General Manager and Editor-at-Large, WebMD, U.S.

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**Thank You to Silver Sponsors**

**Barr + Wray, [comfort zone], Dornbracht, June Jacobs Spa Collection, ResortSuite, SpaSoft, Wello**

**Sallie Fraenkel**, Executive Vice President, Global Spa and Wellness Summit, U.S.

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**3:07 pm – 3:37 pm**  
Ballroom Foyers and  
Fifth Floor Banquet Lobby

**Networking Energy Break  
Sponsored by SpaSoft**

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**3:37 pm**  
Grand Ballroom  
The Oberoi

**General Session: Panel**

Ancient Healing Traditions Across the Indian Sub-Continent

**Moderator: Veer Singh**, Founder, Vana Retreats, India

**Panelists:**

**Dr. Deepika Gunawant**, Head of Integrative Health and Wellbeing, Vana Retreats, India

**Dr. Pushpesh Pant**, Professor of International relations, Jawaharlal Nehru University, Delhi, India

**Tashi Tsering Phuri**, Director, Men-Tsee-Khang (Tibetan Traditional Medicine), Tibet

**Dr. Avilochan Singh**, Head - Vaidya, Vana Retreats, India

**Dr. Marc Cohen**, Professor, RMIT University, Australia

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**4:30 pm - 5:00 pm**  
Grand Ballroom  
The Oberoi

**General Session**

From Illness to Wellness

**H.H. Swami Chidanand Saraswati** (also known as Pujya Swamiji), President and Spiritual Head, Parmath Niketan Ashram, India

**Sadhviji Bhagawati Saraswati, PhD**, President, Divine Shakti Foundation, India

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**6:30 pm**

Lobby, The Oberoi Gurgaon  
Lobby, The Vivanta by Taj

**Coaches Depart**

Please meet in the lobby of either hotel, where transportation will be provided to the Taj Palace, New Delhi

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Taj Palace, New Delhi

**Evening Cocktails and Gala Dinner at the Taj Palace, New Delhi  
Sponsored by Taj Hotels****“Diwali: Festival of Lights”**

(with a “Bollywood” finish)

**Welcome Remarks**

**Raymond Bickson**, Managing Director & CEO, Taj Hotels Resorts and Palaces, India

**Attire:** Indian Festive: Sari's Most Welcome

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# MONDAY, OCTOBER 7

## ONWARD

### The Big Business of Wellness

**6:30 am – 7:30 am**

The Lawn, Trident

#### **Yoga/Meditation**

Specially arranged session with accomplished instructors

**6:30 am – 8:45 am**

threesixtyone°, The Oberoi  
or Cilantro, Trident

#### **Breakfast**

**Sponsored by ResortSuite**

**7:00 am - 5:00 pm**

Ballroom Foyers, The Oberoi

#### **Summit Concierge and Registration Desk Open**

**Sponsored by BABOR**

**9:00 am**

Grand Ballroom  
The Oberoi

#### **General Session: Speaker**

How Media and Wellness Initiatives Together Can Help People and Entire Communities Make Lifestyle Changes for Well-being

**Subhash Chandra**, Chairman and Founder, Veria Living, U.S.; Chairman, Essel Group, Zee Entertainment Enterprises Ltd & Zee Media Corp Ltd., India

Grand Ballroom  
The Oberoi

#### **General Session: Speaker and Q&A**

Mystery Shopping for Experience, Consistency and Emotional Intelligence

**Trent Walsh**, Managing Director, Leading Quality Assurance, U.K.

#### **Thank You to Sponsors**

**Air India, Oberoi Hotels and Resorts, SpaBooker, SpaEquip**

**Sallie Fraenkel**, Executive Vice President, Global Spa and Wellness Summit, U.S.

#### **Concurrent Breakout Discussion Forums**

Grand Ballroom  
The Oberoi

##### **1. Global Hotel Spa Forum**

**Sponsored by Delos LLC®**

**Facilitator: Anne McCall Wilson**, Vice President, Spas, Fairmont Raffles Hotels International, Canada

**Emanuel Berger**, President & CEO, Berger Hospitality Management, Switzerland

**Morad Fareed**, Co-Founder & Partner, Delos, U.S.

**Elaine Fenard**, Principal, Spa Strategy, U.S.

**Jeremy McCarthy**, Director of Global Spa Development and Operations, Starwood Hotels & Resorts, U.S.

**Kathryn Moore**, Director of Operations, MSpa International Limited, Thailand

Yamuna/Narmada  
The Trident

##### **2. Global Destination Spa Forum**

**Sponsored by IHWA**

**Facilitator: Roberto Arjona**, Chief Executive Officer, Rancho La Puerta, U.S.

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Yamuna/Narmada  
The Trident

**Alejandro Bataller**, Vice President - Sales & Marketing, Sha Wellness Clinic, Spain

**Samantha Foster**, Director, Destination Spa Management Limited, Thailand

**Sharon Kolkka**, General Manager, Gwinganna Lifestyle Retreat, Australia

**Sheila McCann**, General Manager, Chiva-Som International Health Resorts Co., Ltd, Thailand

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Godavari/Kaveri  
The Trident

### 3. Hydro-Thermal Forum

**Facilitator: Don Genders**, Managing Director, Design for Leisure, U.S.

**Rolf Longrée**, Managing Director, Lux Elements GmbH & Co. KG, Germany

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11:06 am – 11:36 am  
Ballroom Foyers and Trident

**Networking Energy Break**  
**Sponsored by June Jacobs Spa Collection**

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### Concurrent Breakout Discussion Forums

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Grand Ballroom  
The Oberoi

#### 1. Global Hot Springs Forum

**Facilitator: Charles Davidson**, Founder & Owner, Director, and Co-Owner, Peninsula Hot Springs, Australia

**Yoshiharu Hoshino**, President, Hoshino Resorts Co., Ltd, Japan

**Peggy Liang**, Group Executive Director, Mission Hills Group, China

**Tomonori Maruyama**, Chief Researcher & Manager at the Research Institute, Mizui Knowledge Industry CO., Ltd. Japan

**Marion Schneider**, CEO and Co-Owner, Toskanaworld GmbH, Germany

**Peter Sharplin**, General Manager, Queen Elizabeth Health, New Zealand

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Yamuna/Narmada  
The Trident

#### 2. Global Spa Retail Forum

**Sponsored by Natura Bissé**

**Facilitator: Jeff Matthews**, President of Steiner Spa Consulting and Mandara Spa, Steiner Leisure, Hong Kong

**Kerstin Florian**, President, Kerstin Florian, U.S.

**Kathryn Moore**, Director of Operations, MSpa International Limited, Thailand

**Joaquin Serra**, Senior Executive Vice President – International S.A., Natura Bissé, Spain

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Godavari/Kaveri  
The Trident

#### 3. Global Spa Education Forum

**Sponsored by Tip Touch International**

**Facilitator: Anna Bjurstam**, Vice President of Spas & Wellness, Six Senses Hotels Resorts Spas, Thailand; Owner, Raison d'Étre, Sweden

**Lori Hutchison**, Founder & Co-Owner, Hutchinson Consulting, U.S.

**Jean-Guy de Gabriac**, Owner, TIP TOUCH International, Belgium

**Ella Stimpson**, Chairman of the Board, The International Spa Association; Executive Director of Spas, Wynn Las Vegas, U.S.

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**12:50 pm – 1:50 pm**

Courtyard (outdoor) and  
Lila/Camellia Ballroom (indoor)

**“The Gourmet Picnic”**

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**1:50 pm**

**General Session: Speaker**

Heating up the Hot Springs Market

**Yoshiharu Hoshino**, President, Hoshino Resorts Co., Ltd, Japan

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**General Session: Investor Panel and Q&A**

Straight Talk From Serious Investors in Hospitality and Spa

**Moderator: Susan Harmsworth**, Founder & CEO,  
ESPA International, U.K.

**Panelists:**

**Omer Isvan**, President, Servotel Corporation, Turkey

**Paul Scialla**, Founder, Delos, U.S.

**Manav Thadini**, Chairman, HVS South Asia, India

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Grand Ballroom  
The Oberoi

**Option 1: General Session Speaker and Q&A**

Corporate Wellness: An Untapped Goldmine for the Future of the  
Spa Industry

**Dr. Kenneth R. Pelletier**, Clinical Professor of Medicine, University of  
California School of Medicine; Award Winning Author, U.S.

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Lilac Ballroom  
The Oberoi

**Option 2: General Session Rapid-fire Presentations**

On the Horizon: Innovations and New Perceptions for Industry  
Stakeholders

**Moderator: Andrew Gibson**, Group Director of Spa, Mandarin Oriental  
Hotel Group, Hong Kong

**Dondeena Bradley**, VP, Global Design and Development Nutrition  
Ventures, PepsiCo, U.S. (New Women's Protein Water)

**Dr. Michael Jordan**, Owner and CEO, Magic Race LLC, Germany  
(Medical Device for Pelvic Floor Rehabilitation)

**Nazlie Latefi, PhD**, Principle Research Analyst, Pegasus Capital  
Advisors, U.S. (Cutting Edge Lighting Innovation LSG, Lighting  
Science®)

**Paul Scialla**, Founder, Delos, U.S. (Build-Well Certification)

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Grand Ballroom  
The Oberoi

**General Session: GSWS Announcements of Winners**

**Infographic Competition**

**Sponsored by SpaBooker**

**Judging Panel:**

**Catherine Feliciano-Chon**, Founder & Managing Director, CatchOn &  
Company Ltd., Hong Kong

**Josh McCarter**, Chief Executive Officer, SpaBooker, U.S.

**Liz Terry**, Editor, Spa Business magazine, U.K.

**Student Challenge Competition**

**Susan Harmsworth**, Founder & CEO, ESPA International, U.K. and  
**Mary Tabacchi**, PhD, Professor, Cornell University, U.S.

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Grand Ballroom  
The Oberoi

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**Thank You to Student Challenge Sponsors**

**Chiva-Som, Four Seasons Hotels & Resorts, Gharieni Group, Klafs, Orient-Express Hotels Ltd.**

**Sallie Fraenkel**, Executive Vice President, Global Spa and Wellness Summit, U.S.

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Grand Ballroom  
The Oberoi

**General Session: Keynote Speaker**

The Fascinating History of Bhutan's Gross National Happiness Index and What it Means for the Future

**Dasho Karma Ura**, President, The Centre for Bhutan Studies, Bhutan

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**General Session: Wrapping It All Together**

**Moderator: Bonnie St. John**, President, Blue Circle Leadership, U.S.

**Global Defining Moments**

**Industry Defining Moments**

Leader: Hotel Spas Forum

Leader: Destination Spas Forum

Leader: Hydro-thermal Group Forum

Leader: Hot Springs Spas Forum

Leader: Spa Retail

Leader: Spa Education Forum

**Personal Defining Moments**

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**Announcement of Location for 2014 GSWS!**

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Grand Ballroom  
The Oberoi

**Champagne Toast**

**Sponsored by Dornbracht**

Global Spa and Wellness Summit Board of Directors, GSWS Team,  
Major 2013 Sponsors and All Delegates

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**4:30 pm**





257 Park Avenue South, 10th Floor  
New York, New York 10010  
[www.gsww.org](http://www.gsww.org)