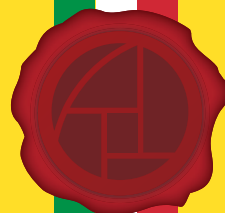




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**GLOBAL WELLNESS  
SUMMIT 2018**



Dear Esteemed Colleague,

It is our great pleasure to invite you to the 2018 Global Wellness Summit (GWS), the foremost gathering of international leaders in the \$3.7 trillion global wellness economy. This year's conference will take place October 6-8, at Technogym Village, in the Wellness Valley, Cesena, Italy. The Summit theme is **“Shaping the Business of Wellness,”** and if any company embodies this idea, it is the host sponsor, Technogym. From the clean, modern esthetic and sustainable architectural design, to the company's cutting-edge technology, to the Italian culture at its heart, this will be the ideal setting to combine the big business of wellness with a healthy dose of “La Dolce Vita!”

When many of us think of Italy, we think of fashion, family and, of course, food. The trends identified and explored at the Summit will prompt delegates to set forth and continue to shape the future of the industry. With in-depth research as a framework, delegates will examine the 10 diverse sectors of wellness—from architecture to beauty to wellness tourism to healthy eating—and hear from storied wellness brands and category disruptors. This is a rare global perspective on the wellness economy and a window into how new information will impact your businesses or profession, from the very people and companies shaping the nearly \$4 trillion economy.

This year, the GWS Agenda will include a remarkable group of keynote speakers and a series of thought-leadership Roundtables, along with intimate conversations designed to inspire collaboration and explore new business opportunities. Time is also set aside for movement and mindfulness, a sophisticated gala dinner with dancing and a wellness fashion show.

Please join us in Italy, as together we continue **“Shaping the Business of Wellness.”**

Con cordiali saluti,

*The Global Wellness Summit Advisory Board*

*Anna Bjurstam, Sweden; Dr. Marc Cohen, Australia; Tony de Leede, Australia; Gina Diez Barroso de Franklin, Mexico; Susie & Pete Ellis, US; Andrew Gibson, UAE; Susan Harmsworth, UK; Omer K. Isvan, Turkey; Mia Kyricos, US; Dr. Franz Linser, Austria; Yoriko Soma, Japan; Mary Tabacchi, PhD, US*

YOU ARE CORDIALLY INVITED TO ATTEND THE  
2018 GLOBAL WELLNESS SUMMIT  
“Shaping the Business of Wellness”

TECHNOGYM VILLAGE, CESENA, ITALY | OCTOBER 6-8



# SUMMIT: AT A GLANCE

## OVERVIEW

The GWS is an invitation-only international gathering that brings together leaders and visionaries to positively impact and shape the future of the dynamic \$3.7 trillion global wellness economy. The 2018 Summit will take place October 6-8 at the Technogym Village in Cesena, Italy, under the theme, “Shaping the Business of Wellness.” At each annual Summit, delegates are challenged to look at the way business is done and to create new, collaborative models for the future. We accomplish this by establishing a high-level dialogue among the decision-makers in attendance and by giving delegates the first look at the future of evidence-based wellness and the latest innovations in the industry.

## WELLNESS ECONOMY SECTORS

Wellness is a diverse and vibrant multitrillion economy comprised of 10 unique sectors: Beauty & Anti-Aging; Healthy Eating, Nutrition & Weight Loss; Preventative & Personalized Medicine & Public Health; Wellness Tourism; Fitness & Mind-Body; Complementary & Alternative Medicine; Wellness Lifestyle Real Estate; Spa Industry; Thermal/Mineral Springs and Workplace Wellness. Summit delegates will take a deep dive into the current landscape and future trends in each sector.

## DELEGATES

Formal invitations to attend the Summit are extended to a select list of top-level executives, medical and wellness professionals and academics throughout the world. All invitees have either applied to attend or have been nominated and are approved based on their expertise, experience and leadership positions.

## FORMAT AND AGENDA

The three-day program is a balanced mix of informative and inspiring presentations, subject-specific Roundtables and opportunities for open conversations, as well as topic-led dining discussions. As invited delegates register, their expertise and interests are noted, and many are selected to be part of the program.





# SETTING & ACCOMMODATIONS

## LOCATION

Located in Cesena, Italy, a historic city between the Adriatic coast and the hills of Emilia Romagna, the Technogym Village is a 37-acre campus designed to inspire and encourage the wellness lifestyle—not only in terms of physical fitness, but also with a focus on sustainable design, wellness architecture and mental wellbeing through the beauty of art, music and fashion. Before the word wellness permeated the lexicon, Nerio Alessandri, who founded Technogym in 1983, dubbed Technogym the “wellness company.” His innovative and integrative approach will underscore its unique location in Italy’s Wellness Valley.

## ACCOMMODATIONS

The Summit is pleased to offer registered delegates special-negotiated room rates in the seaside towns of Milano Marittima and Cesenatico. When booking a room, please identify yourself as a 2018 Summit delegate. This will ensure that you receive all room-drop gifts organized by the GWS.

**MarePineta Resort:** Located in the heart of a green and ancient pine forest, the resort sits near the center of Milano Marittima.

**Palace Hotel:** Situated on the beach in the heart of Milano Marittima, the luxurious Palace Hotel showcases beautiful early 20th-century architecture.

**Grand Hotel da Vinci:** This sumptuous venue overlooks the romantic canal of Cesenatico, which was designed by Leonardo da Vinci in 1500.

**Perla Verde Hotel:** Featuring a rooftop pool and a relaxed atmosphere, it is located a few steps from the beach and a short distance from the town center of Milano Marittima.

## WHAT TO WEAR

The weather in the Emilia Romagna region in October is autumnal, with temperatures ranging from 50°F (10°C) to 66°F (19°C). Evenings can be cool, so layers are recommended. Delegates are invited to wear smart, casual clothing (no jackets or ties required) for Summit meetings and to dress up if they wish for the gala.





# AGENDA & ACTIVITIES

## AGENDA OVERVIEW

The foundation of each day comprises Summit sessions, including keynotes, Roundtables, panels and smaller discussions. Special events are also scheduled:

**Friday, October 5:** Technogym's welcome reception, reflecting the culture and cuisine of Emilia Romagna

**Saturday, October 6:** Kickoff presenters, "Ask the Expert" table-topic lunch, sponsored Knowledge Workshops and "A Taste of Italy" dine-around evening

**Sunday, October 7:** "Shark Tank of Wellness" and "La Dolce Vita" gala event including a wellness fashion show, dinner, an auction to benefit industry research and dancing!

**Monday, October 8:** Ending keynotes, Global Wellness Awards, champagne toast, announcement of 2019 Summit location and gelato party!

## 2018 THEME: SHAPING THE BUSINESS OF WELLNESS

This year, the Summit will examine the 10 major sectors that comprise the multitrillion global wellness economy. Delegates will hear from leading voices on the future, as well as will participate in Roundtables designed to elicit conversation and collaboration. While the focus will be on business, the *feeling* will be one of "La Dolce Vita," as delegates will experience the magic that is, famously, the sweet life in Italy.

## "SHARK TANK OF WELLNESS" STUDENT COMPETITION

The GWS will host its third annual "Shark Tank of Wellness" student competition. Students are invited to submit a future-focused, innovative wellness idea. The top three finalists will be flown to the Summit, along with one of their professors, to present their ideas in front of sponsor-judges (Wellness Sharks!) and Summit delegates.

## PRE- AND POST-SUMMIT TRIPS

PRE-SUMMIT: **Milan + Parma:** Fabulous Fashion, Food & Fun (October 3-5, hosted by [comfort zone]). POST-SUMMIT: **Italian Lifestyle Immersion in Puglia** (October 8-12, hosted by Borgo Egnazia), **Sustainability Meets Italian Luxury on Lake Garda** (October 8-12, hosted by Lefay Resort & Spa).





# REGISTRATION & TRAVEL

## **The 2018 GWS registration fee includes:**

- All general conference sessions, including Roundtables, forums and any scheduled activity
- Breakfasts, lunches and breaks
- Welcome party by Technogym, Friday, October 5
- Dine Around, "A Taste of Italy," Saturday, October 6
- Gala Dinner, "La Dolce Vita," Sunday, October 7
- A printed copy of the 2018 Delegate Directory
- Access to the 2018 GWS mobile application
- Access to selected online summaries, presentations and transcriptions

**Delegate Rates:** USD \$3,450 per delegate until June 30. USD \$3,630 per delegate from July 1 through October 6. Spouse Rate: USD \$1,935 per person.

## **TRAVELING TO CESENA, ITALY**

Flights to the region are available from many international destinations:

**Bologna Airport** (approx. 69 mi. or 110 km from Milano Marittima)

**Milan Linate Airport** (approx. 193 mi. or 310 km from Milano Marittima)

**Milan Malpensa Airport** (approx. 230 mi. or 370 km from Milano Marittima)

## **VISA AND PASSPORT REQUIREMENTS**

Most visitors entering Italy do not need to apply for a visa if the trip will not exceed 90 days. Please note that passports must be valid for at least three months after the last day of the stay in Italy. It's recommended that visitors check current regulations with the Italian Embassy.

**To register, visit [www.globalwellnesssummit.com/register](http://www.globalwellnesssummit.com/register) or email  
Beatrice Hochegger at [beatrice.hochegger@globalwellnesssummit.com](mailto:beatrice.hochegger@globalwellnesssummit.com)**





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