All concurrent sessions are audio recorded for on-demand access for delegates.

MONDAY, OCTOBER 31, 2022

PRE-SUMMIT ACTIVITIES

9:00 am – 1:00 pm
An Ideal Way to Immerse Yourself in the Culture of Innovation in Israel
8am departure from Hilton for transportation to guided tour
Must be pre-registered to participate

The Peres Center for Peace and Innovation, founded in 1996 by the late Israeli President, Shimon Peres, develops and implements impactful and meaningful programs with a focus on promoting a prosperous Israel; nurturing and highlighting Israeli innovation; paving the way for shared living between all of Israel’s citizens; and facilitating lasting peace between Israel and its neighbors. Register Here

12:00 pm – 6:00 pm
Global Wellness Summit (GWS) Registration & Concierge Open

1:30 pm – 5:00 pm
Express Treatments
Treat yourself to a fast and fabulous express treatment, courtesy of the experts from Hydrafacial. Sponsored by Hydrafacial

1:30 pm – 4:15 pm
KNOWLEDGE WORKSHOPS

1:30 pm – 2:15 pm
Knowledge Workshop
The Global Wellness Institute: Empowering Wellness and Your Business
Learn how the nonprofit Global Wellness Institute pillars can enhance your business, through Research, Initiatives, Wellness Evidence, Geography of Wellness, Wellness Moonshot: A World Free of Preventable Disease, Ambassadorships, BBC StoryWorks, and more.

Amy Cook, Director of Development, Global Wellness Institute, United States
Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Institute, United States
Susie Ellis, Chair & CEO, Global Wellness Institute, United States
2022 Co-Chairs:
Amir Alroy, Co-Founder, Welltech Ventures, Israel
Ömer Isvan, President, Servotel, Turkey

GWI Advisory Board Members:
Pierre-Louis Delapalme, Co-President & Co-Chairman, Biologique Recherche, France
Sue Harmsworth, MBE, Founder ESPA & SATCC, United Kingdom
Mia Kyricos, President & Chief Love Officer (CEO), Kyricos & Associates LLC, United States
Renee Moorefield, PhD, CEO, Wisdom Works Group, United States
Michael Roizen, MD, Emeritus Chief Wellness Officer, Cleveland Clinic; Professor, Learner College of Medicine of Cleveland Clinic at Case Western Reserve University, United States
Rupert Schmid, Co-President & Co-Chairman, Biologique Recherche, France
Rick Stollmeyer, Founder, Mindbody; CEO, Inspired Flight Technologies, United States

Bill Kapp, MD, CEO, Fountain Life, United States
Ophelia Yeung, Senior Research Fellow, Global Wellness Institute, United States
Katherine Johnston, Senior Research Fellow, Global Wellness Institute, United States

Global Wellness Institute Advisory Board Members, Initiative Members and Ambassadors are encouraged to attend.

2:30 pm – 3:15 pm
Grand Ballroom C
Knowledge Workshop
Let Food Be Thy Medicine: Was Hippocrates ahead of his time when he said, “All diseases begin in the gut” and “let food be thy medicine”? 
Sponsored by Viome
Naveen Jain, Founder & CEO, Viome, United States

3:30 pm – 4:15 pm
Grand Ballroom C
Knowledge Workshop
Creating Joy and Sharing Wisdom along the Second Curve of Life
Sponsored by Biologique Recherche
Julie Bach, Executive Director, Wellness for Cancer, United States
Neil Jacobs, CEO, Six Senses Hotels Resorts Spas, Singapore
John Stewart, Founder & Chairman, Kamalaya Koh Samui Wellness Sanctuary & Holistic Spa, Thailand
4:30 pm – 5:00 pm
Grand Ballroom C

New Delegate Orientation: Making the Most of Your First Summit

An informal meeting for first-time delegates to learn about the Summit and connect with key leadership.

Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States
Susie Ellis, Chair & CEO, Global Wellness Summit, United States
Beatrice Hochegger, Director of Events, Global Wellness Summit, United States

Global Wellness Summit (GWS) Board of Advisors:
Anna Bjurstam, Wellness Pioneer, Six Senses; Partner, Raison d’Etre; Strategic Advisor, Pegasus Capital Group, Sweden
Victor Brick, Founder & CEO, Planet Fitness Growth Partners, United States
Cathy Feliciano-Chon, Founder & Managing Director, CatchOn – A Finn Partners Company, Hong Kong
Tony de Leede, Founder, Gwinganna Lifestyle Retreat, Australia
Nicola Finley, MD, Integrative Medicine & Board-Certified Internal Medicine Physician, United States
Hannah Messerli, PhD, Economic Development Specialist, United States
Yoriko Soma, President & CEO, Conceptasia Inc, Japan
Prof. Mary Tabacchi, PhD, RD, Professor Emerita, Cornell University School of Hotel Administration, United States

Global Wellness Institute (GWI) Board of Directors & Advisors:
Richard Carmona, MD, Chief of Health Innovation, Canyon Ranch; 17th Surgeon General of the US, United States
Pierre-Louis Delapalme, Co-President & Co-Chairman, Biologique Recherche, France
Sue Harmsworth, MBE, Founder, ESPA & SATCC, United Kingdom
Mia Kyricos, President & Chief Love Officer (CEO), Kyricos & Associates LLC, United States
Renee Moorefield, PhD, CEO, Wisdom Works Group, United States
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<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>4:30 pm – 5:00 pm</td>
<td>Grand Ballroom C</td>
<td><strong>New Delegate Orientation: Making the Most of Your First Summit (Continued)</strong></td>
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<tr>
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<td><strong>Michael Roizen, MD,</strong> Emeritus Chief Wellness Officer, Cleveland Clinic; Professor, Learner College of Medicine of Cleveland Clinic at Case Western Reserve University, United States</td>
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<td><strong>Rupert Schmid,</strong> Co-President &amp; Co-Chairman, Biologique Recherche, France</td>
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<td><strong>Rick Stollmeyer,</strong> Founder, Mindbody; CEO, Inspired Flight Technologies, United States</td>
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<td>6:00 pm – 6:45 pm</td>
<td>Tech Innovation Pavilion</td>
<td><strong>Private VIP Cocktail Reception for Sponsors, GWI Ambassadors + Media</strong></td>
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<td>(Grand Ballroom A)</td>
<td>Hosted by the GWS Board of Advisors &amp; the GWI Board of Directors &amp; Advisors</td>
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<td><em>Please see full list of media at the end of the agenda.</em></td>
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<tr>
<td>7:00 pm – 9:00 pm</td>
<td>Tech Innovation Pavilion</td>
<td><strong>Welcome Party</strong></td>
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<td>(Grand Ballroom A) &amp; Foyer A+B</td>
<td>Welcome to the Start-up Nation!</td>
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<td>Special welcome from <strong>Chen Arieli,</strong> Deputy Mayor, Tel-Aviv-Yafo</td>
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<td><strong>Ido Bar-Nir,</strong> Partner, EY Israel</td>
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<td>Tech Innovation Pavilion Open</td>
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<td><em>Sponsored by Ernst &amp; Young Israel</em></td>
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<td><strong>Attire: Tech Chic!</strong></td>
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<td>9:00 pm – 9:45 pm</td>
<td>Grand Ballroom Terrace</td>
<td><strong>Fire Ceremony</strong></td>
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<td>(weather permitting)</td>
<td>Open Minds. Open Hearts.</td>
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<td><strong>Led by Sadhvi Bhagawati Saraswati</strong></td>
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<td>A once-in-a-lifetime experience, as we come together with open minds and open hearts, led in a meaningful ceremony by this extraordinary woman.</td>
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<td>Sadhvi is a renowned spiritual leader, based in Rishikesh, India. She’s the author of the #1-bestselling memoir <em>Hollywood to the Himalayas: A Journey of Healing and Transformation.</em></td>
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<td>Originally from L.A., Sadhvi is a graduate of Stanford University, and earned a PhD in psychology. She has lived on the banks of the sacred Ganga River, for more than 25 years engaged in spiritual service, wisdom teaching, sacred action, and deep spiritual practice.</td>
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9:45 pm – 10:30 pm  
**CHOICE OF THREE CONCURRENT ACTIVITIES**

**After Dinner Conversations**
Not quite ready to call it a night? Casually connect with other delegates, share thoughts and ideas on the topic, and make some new friends in the process. Hosted by industry leaders.

**King Solomon A**  
One Level Below Lobby

**After Dinner Conversation: Wellness Real Estate & Communities**
*Wendy Bosalavage*, President & CRO, LIVunLdt, United States  
*Ömer Isvan*, President, Servotel, Turkey

**King Solomon B**  
One Level Below Lobby

**After Dinner Conversation: Labor Shortages & Solutions**
*Lisa Starr*, Principal, Wynne Business, United States  
*Sue Harmsworth, MBE*, Founder, ESPA & SATCC, United Kingdom

**King Solomon C**  
One Level Below Lobby

**After Dinner Conversation: Spa & Hospitality**
*Sarah Camilleri*, Founding Editor & Publisher, European Spa Magazine, United Kingdom  
*Sammy Gharieni*, CEO & Founder, Gharieni Group GmbH, Germany
DAY ONE
<table>
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<tr>
<th>Time</th>
<th>Event Description</th>
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| 6:30 am – 7:15 am | Train Like a Pro, with a Pro from Technogym!  
Join the personal trainer from Technogym for custom workout sessions.  
Sponsored by Technogym  
Attire: Comfortable workout clothing |
| 6:45 am – 7:30 am | Sanctum: The Power of Now  
Join a cathartic workout experience that empowers the body and expands the mind.  
A holistic moving sequence that balances the physical body with the mind and the spirit. Routed in multidisciplinary forms of physical conditioning like modern fitness, HIIT workout, Kundalini, martial arts, breath work and functional movement, and with the most powerful, carefully curated music. Special equipment provided!  
Sponsored by Six Senses  
Attire: Comfortable workout clothing |
| 6:30 am – 8:00 am | Breakfast in Café Med  
For delegates staying at the Hilton Tel Aviv, enjoy the famous breakfast buffet of Israeli and international cuisine! |
| 8:30 am – 8:45 am | GWS 2022 Opening  
Gratitude Revealed  
Louie Schwartzberg, Founder & Filmmaker, Moving Art, United States |
| 8:50 am – 9:05 am | Welcome & Keynote  
The State of Our Union  
Susie Ellis, Chair & CEO, Global Wellness Summit, United States |
| 9:10 am – 9:20 am | Welcome & Keynote  
L‘chaim, at Last!  
Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States |
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<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>9:25 am – 9:35 am</td>
<td>Plenary</td>
<td>Welcome &amp; Keynote</td>
<td>Welcome Innovation and Technology in the Middle East: A Roadmap for Collaboration and Partnerships</td>
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<td>9:40 am – 9:50 am</td>
<td>Plenary</td>
<td>Welcome &amp; Keynote</td>
<td>What Customers Want and What We’re Not Delivering</td>
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<tr>
<td>9:55 am – 10:15 am</td>
<td>Plenary</td>
<td>Special Presentation</td>
<td>Dreaming the World We Want</td>
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<tr>
<td>10:15 am – 10:45 am</td>
<td>Tech Innovation Pavilion</td>
<td>Networking Energy Break in Tech Innovation Pavilion</td>
<td>Enjoy a healthy snack while immersing yourself in Innovation!</td>
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<tr>
<td>10:50 am – 11:13 am</td>
<td>Plenary</td>
<td>Keynote</td>
<td>Busting Taboos and Making Billions: Femtech and Wellness</td>
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<td>11:18 am – 11:48 am</td>
<td>Plenary</td>
<td>Keynote</td>
<td>The Game-Changing Science of Hyperbaric Medicine</td>
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<td>11:53 am – 12:23 pm</td>
<td>Keynote: Research</td>
<td>Defining Wellness Policy</td>
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<td>Plenary</td>
<td>Tonia Callender, Research Fellow, Global Wellness Institute, United States</td>
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<td>Katherine Johnston, Senior Research Fellow, Global Wellness Institute, United States</td>
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<td>Ophelia Yeung, Senior Research Fellow, Global Wellness Institute, United States</td>
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<td>Plenary</td>
<td>Simon David Shelley, VP, BBC StoryWorks, United Kingdom</td>
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<td>Vlada Tusco, Programme Partnerships, BBC StoryWorks, United Kingdom</td>
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<td>1:03 pm – 1:30 pm</td>
<td>Press Conference for Media Only</td>
<td>Tonia Callender, Research Fellow, Global Wellness Institute, United States</td>
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<td>Plenary</td>
<td>Cassandra Cavanah, Owner, Cavanah Communications, United States</td>
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<td>Katherine Johnston, Senior Research Fellow, Global Wellness Institute, United States</td>
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<td>Beth McGroarty, VP, Research &amp; Forecasting, Global Wellness Summit, United States</td>
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<td>Ophelia Yeung, Senior Research Fellow, Global Wellness Institute, United States</td>
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<td>1:03 pm – 2:15 pm</td>
<td>Interactive Lunch</td>
<td>Table Topics Sponsored by Biologique Recherche</td>
<td>Un Petit Bonjour et Bon Appetit! from Rupert Schmid and Pierre-Louis Delapalme, Co-Chairmen, Co-Presidents, Biologique Recherche, France</td>
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<td>King Solomon A, B, C Café Med, One Level Below Lobby</td>
<td>TABLE TOPIC DISCUSSIONS (YOUR CHOICE)</td>
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<td>Aesthetics &amp; Beauty</td>
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<td>1. The Power of Personalization in Wellness</td>
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<td>Rupert Schmid, Co-President &amp; Co-Chairman, Biologique Recherche, France</td>
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1:03 pm – 2:15 pm
King Solomon A, B, C
Café Med, One Level Below Lobby

TABLE TOPIC DISCUSSIONS (CONTINUED)

Architecture & Design

2. LSE, Architecture, Urbanism, the 2012 London Olympics
Richard Burdett, Professor of Urban Studies; Director, LSE Cities, United Kingdom

3. Why the NY High Line Became Such a Success
Robert Hammond, President & Chief Strategy Officer, Therme Group US, United States

Avani Parikh, Principal, Avani Parikh Architecture P.C., United States

Arts and Wellness

5. Visual Healing Programs That Are Working
Louie Schwartzberg, Founder & Filmmaker, Moving Art, United States

Darren Blumenthal, Managing Director, Myndstream, United States

Blue Zones

7. What People Don’t “Get” About Blue Zones
Dan Buettner, Founder, Blue Zones; National Geographic Fellow & Explorer; New York Times Bestselling Author; Emmy Award-winning Journalist & Producer, United States

8. Blue Zones Center and Communities
Stephen Watson, Managing Partner, Blue Zones Center, United States

Business

9. Lanserhof Business Goals
Nils Behrens, CMO, Lanserhof Management GmbH, Germany

10. Financial Success through Wellness in Hospitality
Patrick Fernandes, CEO, Alchemy Wellness Resorts and Managing Director, Carillon Miami Wellness Resort, United States

11. Leading/Managing with Company Values
Rick Stollmeyer, Founder, Mindbody; CEO, Inspired Flight Technologies, United States
1:03 pm – 2:15 pm
King Solomon A, B, C
Café Med, One Level Below Lobby

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<th>TABLE TOPIC DISCUSSIONS (CONTINUED)</th>
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<tr>
<td><strong>Cold Factor</strong></td>
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<td>12. Cryotherapy: <em>Time Is the Factor in Making Money</em></td>
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<tr>
<td><strong>Rainer Bolsinger</strong>, CSO &amp; CMO, Art of Cryo by L&amp;R Kältetechnik, Germany</td>
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| 13. **Extreme Wellness: Wim Hof and More** |
| **Marc Cohen, MD**, Director, Extreme Wellness Institute, Australia |

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<tr>
<th><strong>Emerging Markets</strong></th>
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<tr>
<td>16. <strong>Strategic Alliances and Emerging Markets</strong></td>
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<tr>
<td><strong>Preet Singh</strong>, General Manager, The Farm at San Benito, Philippines</td>
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<th><strong>ESG (Environmental, Social, Governance)</strong></th>
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<tbody>
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<td>17. <strong>Climate Action: Through Regeneration</strong></td>
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<tr>
<td><strong>Davide Bollati</strong>, Chairman, Davines Spa, Italy</td>
</tr>
</tbody>
</table>

| 18. **Social Impact: What Does Good Look Like?** |
| **Wendy Bosalavage**, President & CRO, LIVunLtd, United States |

| 19. **Improving the Diversity Landscape** |
| **Nicola Finley, MD**, Integrative Medicine & Board-Certified Internal Medicine Physician, United States |

| 20. **Wellness Inequality: How Should We Address?** |
| **Thierry Malleret**, Co-Founder & Managing Partner, *Monthly Barometer*, France |
TABLE TOPIC DISCUSSIONS (CONTINUED)

**Fitness**

21. Financial Fitness Figures Pre-, During, Post-COVID  
**C. Victor Brick**, CEO, PF Growth Partners, LLC; Co-Founder, John W. Brick Mental Health Foundation, United States

**Functional Medicine**

22. Let’s Talk about Functional Medicine  
**Deborah (Karina) Stewart**, Founder & Chief Wellness Officer, Kamalaya Company Ltd, Thailand

**Hospitality**

23. Global View of Post Pandemic Recovery  
**Aldina Duarte Ramos**, Global Director of Well-Being, Accor, France

24. Growth of Private Clubs  
**Neil Jacobs**, CEO, Six Senses Hotels Spas Resorts, Singapore

**Hyperbaric Science**

25. Hyperbaric Medicine: What We Know for Sure  
**Shai Efrati, MD**, Professor, Sackler School of Medicine & Sagol School of Neuroscience, Tel Aviv University; Director, Sagol Center for Hyperbaric Medicine & Research, Shamir Medical Center, Israel

**Israel and Innovation**

26. Understanding Innovation in Israel  
**Judith Halioua**, Head of Strategy, Nike, Israel

**Marketing & PR**

27. What I Am Learning from My Customers  
**Marina Efraimoglou**, Owner & Founder, Euphoria Retreat, Greece

28. Luxury Properties in the Pipeline I Can’t Wait to See  
**JoAnn Kurtz-Ahlers**, President, Hidden Doorways, United States
1:03 pm – 2:15 pm  
King Solomon A, B, C  
Café Med, One Level Below Lobby

**TABLE TOPIC DISCUSSIONS (CONTINUED)**

**Medical and Wellness**

29. *My Latest Book: The Great Age Reboot*  
*Michael Roizen, MD*, Emeritus Chief Wellness Officer, Cleveland Clinic; Professor, Learner College of Medicine of Cleveland Clinic at Case Western Reserve University, United States

30. *Surgeon General Speaks: Have We Forgotten About Smoking?*  
*Richard Carmona, MD*, Chief of Health Innovation, Canyon Ranch; 17th Surgeon General of the US, United States

31. *At the Cutting Edge of Influencing Health and Wellness*  
*George Shapiro, MD*, CEO Fountain EDGE, Fountain Life - EDGE, United States

32. *My Cardiology Practice and Wellness*  
*Randeep Suneja, MD*, Founder, CEO & Medical Director, Cardiology Center of Houston, United States

33. *Pharmaceutical Companies & Wellness*  
*Alejandro Weinstein*, Co-Founder, WM Partners LP, United States

**Metaverse**

34. *Digital Health Strategies for the Metaverse*  
*Noam Gabison*, Industry Manager for Digital Health, Meta, Israel

**Spiritual and Wellness**

35. *Integrating the Spiritual into a Business*  
*Sadhvi Bhagawati Saraswati, PhD*, President, Divine Shakti Foundation; Secretary-General, Global Interfaith WASH Alliance; Director, Co-President, Religions for Peace, India

**Technology and Wellness**

36. *Conversational AI and Wellness at Google*  
*Dotan Elharrar*, Group Product Manager, Google Research, Google, Israel

37. *Beyond Jet Lag: Why Big Companies Are Embracing Circadian Science*  
*Mickey Beyer-Clausen*, Co-Founder & CEO, Timeshifter, Denmark & United States
### TABLE TOPIC DISCUSSIONS (CONTINUED)

**Technology and Wellness (Continued)**

38. Technology Apps: How to Know If They Work  
**Guy Leitersdorf**, CEO, Longevity AI, Israel

**Wellness Real Estate & Communities**

39. Creating a $3 Billion Urban Wellness Community  
**John Fitzgerald**, CEO & Founder, JLF Corporation Pty Ltd, Australia

40. Wellness Real Estate Projects: Mistakes to Avoid  
**Amy McDonald**, Founder & CEO, Under a Tree, United States

**Workforce Issues**

41. Solutions to Labor Challenges  
**Sue Harmsworth, MBE**, Founder, ESPA and SATCC, United Kingdom

42. Workforce Today/Challenges/Solutions  
**Jean Sung**, Head of Philanthropy Centre, Asia, J.P. Morgan Private Bank, Hong Kong

**Workplace Wellbeing**

43. The Wix Story & Heading Wellbeing  
**Talya Landau**, Global Wellbeing Manager, Wix, Israel

**Sleep Health**

44. Sleep Health Innovation Landscape  
**Barry van Doornewaard**, Founder & CEO, FreshBed, Netherlands

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**1:03 pm – 2:15 pm**  
**Tech Innovation Pavilion Open**

**1:03 pm – 2:15 pm**  
**King Solomon A, B, C**  
Café Med, One Level Below Lobby

**2:20 pm – 2:25 pm**  
**Plenary**

**World Premiere Short Film**

*In Pursuit of Wellness: The Art & Science of Living Well*  
*Music for Neurodiversity*

Music that taps into brain regions help neurodiverse children to express themselves in new ways.

**BBC StoryWorks & Global Wellness Institute**

*Presented by Myndstream*
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<th>Time</th>
<th>Session</th>
<th>Description</th>
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<tbody>
<tr>
<td>2:30 pm – 2:48 pm</td>
<td>Keynote</td>
<td>From I to We: The Power of Spirituality in Moving from Illness to Wellness</td>
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<td>Sadhvi Bhagawati Saraswati, PhD, President, Divine Shakti Foundation; Secretary-General, Global Interfaith WASH Alliance; Director, Co-President, Religions for Peace, India</td>
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<td>2:53 pm – 3:11 pm</td>
<td>Keynote Conversation</td>
<td>The Future of Hospitality</td>
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<td>Neil Jacobs, CEO, Six Senses Hotels Spas Resorts, Singapore</td>
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<td>Nancy Davis, Chief Creative Officer &amp; Executive Director, Global Wellness Summit, United States</td>
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<td>3:15 pm – 4:00 pm</td>
<td>What's Bubbling Up in the Wellness Economy?</td>
<td>An exciting new feature of the Summit, this session provides an opportunity for delegates to contribute their thoughts and ideas on a wide-ranging series of industry topics, related to the famous GWI Bubble Chart.</td>
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<td>Moderated by:</td>
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<td>Mia Kyricos, President &amp; Chief Love Officer (CEO), Kyricos &amp; Associates LLC, United States</td>
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<td>Renee Moorefield, PhD, CEO, Wisdom Works Group, United States</td>
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<td>4:05 pm – 4:23 pm</td>
<td>Keynote</td>
<td>Disrupting Hospitality: Converting Locations to Cultural Narratives</td>
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<td>With a client list that reads like a Who’s Who of the hospitality world, Tal Danai has led ArtLink to successfully complete over 140 hotel and cruise ship projects in 35 countries, combining Indigenous culture, art and sustainability.</td>
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<td>Tal Danai, Founder &amp; CEO, ArtLink, United Kingdom &amp; Israel</td>
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<tr>
<td>4:25 pm – 4:30 pm</td>
<td>Five Takeaways in Five Minutes</td>
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<td>Amir Alroy, Co-Founder, Welltech Ventures, Israel</td>
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</table>
| 4:35 pm – 5:05 pm | **Keynote & Performance**  
Re-discovering Music: Having Impact in Therapeutic Environments  
**Freddie Moross**, Managing Director, Myndstream, United Kingdom  
**Professor Adam Ockelford**, Professor of Music at University of Roehampton, United Kingdom  
**Musical performance by special guest:**  
**Derek Paravicini**, Pianist & Music Savant, United Kingdom |
| 5:10 pm – 6:30 pm | **Tech Innovation Pavilion Open**  
Tech Innovation Pavilion  
Grand Ballroom A |
| 7:00 pm Sharp! | **Meet outside the lobby, at the front entrance of the Hilton to board buses.** |
| 7:30 pm – 9:30 pm | **Evening Event: Dinner at “The Old Man and the Sea” in Jaffa!**  
This historic and famed ancient port city is home to cobble-stone streets, courtyards, and a legendary restaurant—*The Old Man and the Sea*—set on a small hill in Jaffa, overlooking the sea. The cuisine is authentic and plentiful and the atmosphere casual and festive. Celebrate old friends and new!  
**Attire:** Seaside Chic, and walking shoes! |
| 9:45 pm – 10:30 pm | **CHOICE OF THREE CONCURRENT ACTIVITIES**  
**After Dinner Conversations**  
Not quite ready to call it a night? Casually connect with other delegates, share thoughts and ideas on the topic, and make some new friends in the process. Hosted by industry leaders. |
| King Solomon A  
One Level Below Lobby | **After Dinner Conversation: Biohacking**  
**Anna Bjurstam**, Wellness Pioneer, Six Senses; Partner, Raison d’Etre; Strategic Advisor, Pegasus Capital Group, Sweden  
**Desiree DuMont**, CEO, Alumina Tulum, United States |
<table>
<thead>
<tr>
<th>Location</th>
<th>Topic</th>
<th>Participants</th>
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</thead>
</table>
| King Solomon B One Level Below Lobby | **After Dinner Conversation: Workplace Wellbeing** | **Denise Bober**, Senior VP of Human Resources, The Breakers Palm Beach, United States  
**John Toomey**, CEO, Wide Awake Wellness Pty Ltd, Australia |
| King Solomon C One Level Below Lobby | **After Dinner Conversation: Sustainability & Regenerative Travel & Tourism** | **Davide Bollati**, Chairman, Davines Spa, Italy  
**Sarah Miller**, Founder & CEO, Sarah Miller and Partners, United Kingdom |
DAY TWO
**WEDNESDAY, NOVEMBER 2, 2022**

**DAY TWO**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
</table>
| 6:30 am – 7:15 am | **Train Like a Pro, with a Pro from Technogym!**  
Join the personal trainer from Technogym for custom workout sessions. **Attire:** Workout clothing.  
**Sponsored by Technogym** |
| 6:30 am – 7:15 am | **Sanctum: Letting Go**  
Sanctum signature sequence to let go and release anything not serving your overall wellbeing.  
A holistic moving sequence that balances the physical body with the mind and the spirit. Route in multidisciplinary forms of physical conditioning like modern fitness, HIIT workout, Kundalini, martial arts, breath work and functional movement, and with the most powerful, carefully curated music. Special equipment provided! **Attire:** workout clothing.  
**Sponsored by Six Senses** |
| 6:30 am – 8:00 am | **Breakfast in Café Med**  
For delegates staying at the Hilton Tel Aviv, enjoy the famous breakfast buffet of Israeli and international cuisine! |
| 8:30 am – 8:35 am | **Moving Art**  
Meditation on Nature  
**Louie Schwartzberg,** Founder & Filmmaker, Moving Art, United States |
| 8:40 am – 8:58 am | **Keynote**  
Wellness Innovation in a Multinational Insurance Giant: Is This Possible?  
**Sharon Handelman-Gotlib,** Healthcare & Ageing Business Development Manager, Sompo Digital Lab, Israel |
| 9:03 am – 9:33 am | **Keynote**  
Blue Zones Diet: Eating Like the World’s Longest Lived  
**Dan Buettner,** Founder, Blue Zones; National Geographic Fellow & Explorer; *New York Times* Bestselling Author; Emmy Award-winning Journalist & Producer, United States |
<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>9:38 am – 9:56 am</td>
<td><strong>Plenary</strong></td>
<td><strong>Keynote Conversation</strong>&lt;br&gt; <em>The Medical Science for Longevity</em>&lt;br&gt;Michael Roizen, MD, Emeritus Chief Wellness Officer, Cleveland Clinic; Professor, Learner College of Medicine of Cleveland Clinic at Case Western Reserve University, United States&lt;br&gt;Tzipora Strauss, MD, MSc, Head of Neonatology Department, Sheba Medical Center; Head of (upcoming) Longevity Center, Sheba Medical Center, Israel</td>
</tr>
<tr>
<td>9:38 am – 9:56 am</td>
<td><strong>Grand Ballroom C</strong></td>
<td><strong>Keynote</strong>&lt;br&gt;<em>The Big Business of Private Membership Clubs</em>&lt;br&gt;Anna Bjurstam, Wellness Pioneer, Six Senses; Partner, Raison d’Etre; Strategic Advisor, Pegasus Capital Group, Sweden</td>
</tr>
<tr>
<td>10:00 am – 10:18 am</td>
<td><strong>Plenary</strong></td>
<td><strong>Keynote</strong>&lt;br&gt;<em>Timing Is Everything: Announcing a New Circadian Solution for Everyday Wellness</em>&lt;br&gt;Mickey Beyer-Clausen, Co-Founder &amp; CEO, Timeshifter, Denmark &amp; United States</td>
</tr>
<tr>
<td>10:00 am – 10:18 am</td>
<td><strong>Grand Ballroom C</strong></td>
<td><strong>Keynote</strong>&lt;br&gt;<em>Wellness Real Estate: In Pursuit of Office Wellbeing</em>&lt;br&gt;Martin Nestepny, Head of Smart Workplace Solutions, HB Reavis Group, United Kingdom&lt;br&gt;<em>Introduced by Ömer Isvan, President, Servotel, Turkey</em></td>
</tr>
<tr>
<td>10:23 am – 10:33 am</td>
<td><strong>Plenary</strong></td>
<td><strong>Global Wellness Award</strong>&lt;br&gt;<em>The Bennett Family Award for Collaboration in the Science of Wellness</em>&lt;br&gt;Presenting Sponsor: Bija Bennett, Author, Chief Wellness Officer, YubiHealth, Inc., United States&lt;br&gt;Presenting GWS Advisory Board Member: Nancy Davis, Chief Creative Officer &amp; Executive Director, Global Wellness Summit, United States</td>
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<tr>
<td>Time</td>
<td>Event</td>
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| 10:38 am – 10:43 am | Plenary  
2022 Summit Sponsors: A Moment of Gratitude  
*Photo on stage of all sponsors*  
Michelle Gamble, VP, Global Business Dev., Global Wellness Summit, United States |
| 10:45 am – 11:15 am | Ballroom C  
Networking Energy Break  
*Wellness Experience: Energy Cleanse and Recharge!*  
*Sponsored by The Organic Pharmacy* |
| 10:45 am – 11:15 am | Tech Innovation Pavilion  
Grand Ballroom A  
Tech Innovation Pavilion Open |
| 11:20 am – 11:25 am | Plenary  
World Premiere Short Film  
*In Pursuit of Wellness: The Art & Science of Living Well Making a Comeback*  
Young Kenyans find a new appreciation for the benefits of healing plants.  
BBC StoryWorks & Global Wellness Institute  
*Presented by GWI Africa Initiative* |
| 11:30 am – 11:40 am | Plenary  
The Wellness Moonshot: A World Free of Preventable Disease | Special Announcement  
*A New Phase Begins.*  
A historic announcement that will change the course of The Wellness Moonshot: A World Free of Preventable Disease.  
*Special Messages from Tony Robbins and Peter H. Diamandis, Founders, Fountain Life*  
Richard Carmona, MD, Chief of Health Innovation, Canyon Ranch; 17th Surgeon General of the US, United States  
Susie Ellis, Chair & CEO, Global Wellness Institute, United States  
Bill Kapp, MD, CEO, Fountain Life, United States  
Rakesh M. Suri, MD, D.Phil., President & Chief Medical Officer, Fountain Life, United States |
11:45 am – 12:03 pm

**CHOICE OF TWO CONCURRENT OPTIONS:**

11:45 am – 12:03 pm
**Plenary**

**Keynote**
*Things Are Looking Up: My Next Great Business Venture*

What does the founder of Mindbody do for a second act? Is there a secret formula to being an entrepreneur, and can anyone become one?

**Rick Stollmeyer**, Founder, Mindbody; CEO, Inspired Flight Technologies; Author of *Building a Wellness Business That Lasts: How to Make a Great Living Doing What You Love*, United States

11:45 am – 12:03 pm
**Grand Ballroom C**

**Keynote**
*Sensory Reset: A New Paradigm in Wellness*

**Ari Peralta**, Chief Science Officer, Mycoocoon, Portugal

**Introduced by Anna Bjurstam**, Wellness Pioneer, Six Senses; Partner, Raison d’Etre; Strategic Advisor, Pegasus Capital Group, Sweden

12:08 pm – 12:38 pm

**CHOICE OF TWO CONCURRENT OPTIONS:**

12:08 pm – 12:38 pm
**Plenary**

**Keynote “Shark Tank of Wellness” Global Student Competition**

Global student competition to birth a fresh wellness concept with $10,000 in prize money! Meet the final three concepts selected by the judges (Sharks) after reviewing videos from over 50 submissions. Finalists will present and compete for the top prize.

**Wellness Sharks:**
**Amir Alroy**, Co-Founder, Welltech Ventures, Israel

**Frank Pitsikalis**, VP, Product Strategy, Hotels, Agilysys, Canada

**Karen Campbell**, Business Development Consultant, Chiva-Som International Health Resort, Thailand

**Aldina Duarte Ramos**, Global Director of
12:08 pm – 12:38 pm
Plenary

“Shark Tank of Wellness” (Continued)

Shark Tank Finalists:
David Austin Jones, Cornell University, United States
Kay McCalla, Savannah College of Art and Design, United States
Anvisha Vora, Savannah College of Art and Design, United States

Professor:
Gauri Misra-Deshpande, Savannah College of Art and Design, United States

Moderated by Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States

12:08 pm – 12:26 pm
Grand Ballroom C

Keynote
Beauty and Wellness: Unpacking the Young Chinese Consumer’s Quest

Zarina Kanji, Tmall Business Development & Marketing, Alibaba Group, United Kingdom
Introduced by Ömer Isvan, President, Servotel, Turkey

12:28 pm – 12:38 pm
Grand Ballroom C

Keynote Update
How Did Amai Proteins Crack the Sugar Code?

Amai Proteins was the inaugural winner of the 2020 Call for Innovation competition, co-sponsored by the GWS and Welltech Ventures. Since that time, Amai has gone on to win other prestigious awards and will launch in early 2023 with a game-changing, disrupting product, replacing sugar in many of the foods you know and love.

Charles Gast, VP, Business Development, Amai Proteins, Israel
Introduced by Galit Horovitz, Co-Founder, Welltech Ventures, Israel

ALL BACK TO PLENARY
12:43 pm - 12:48 pm  
Plenary

**GWI Initiative Chairs: Empowering Wellness on a Global Scale**

*Photo on stage of all Initiative Chairs and Vice Chairs*

GWI Initiatives further the international conversation about wellness in its many and varied forms. Each GWI Initiative is led by an Initiative Chair, a renowned thought-leader who volunteers his or her time to help empower wellness worldwide. (See full list of GWI Initiatives at end of agenda.)

**Jessi Brandt,** Manager of Operations & Development, Global Wellness Summit, United States  
**Susie Ellis,** Chair & CEO, Global Wellness Summit, United States

12:53 pm - 2:18 pm  
**CHOICE OF TWO LUNCH OPTIONS**

12:53 pm - 2:18 pm  
Jaffa Room  
Mezzanine Floor

*Invitation-only for Ambassadors of the nonprofit GWI. Visit registration desk to become an Ambassador, or email Amy Cook, Director of Development, at amy.cook@globalwellnessinstitute.org*

**VIP Lunch for GWI Ambassadors Only**

*All attendees share “I Am Bullish On…and Bearish On...for 2023”*

*Hosted by:*

**Amy Cook,** Director of Development, Global Wellness Institute, United States  
**Susie Ellis,** Chair & CEO, Global Wellness Summit, United States  
**Thierry Malleret,** Co-Founder & Managing Partner, *Monthly Barometer*, France

**Participants:**

**John Alschuler,** Executive Chairman, Therme Group US, LLC, United States  
**Alexandro Armour, PhD,** Director, 22 Crews Holdings, LLC, United States  
**Andrew Barnard,** CEO, Sunswept Resorts, Saint Lucia  
**Bija Bennett,** Author, Chief Wellness Officer, YubiHealth, Inc., United States  
**C. Victor Brick,** CEO, PF Growth Partners, LLC; Co-Founder, John W. Brick Mental Health Foundation, United States  
**Gerald Cooke, MD,** Owner, Cooke Medical, LLC, United States  
**Pierre-Louis Delapalme,** Co-President & Co-Chairman, Biologique Recherche, France  
**Desiree DuMont,** CEO, Alumina Tulum, United States  
**John Fitzgerald,** CEO & Founder, JLF Group, Australia
VIP Lunch for GWI Ambassadors (Continued)

Participants (Continued):

Katrine Formby, VP, Sable Investments, United States
Sammy Gharieni, CEO & Founder, Gharieni Group GmbH, Germany
Maria Grudina, Ideologist and Founder, First Line Health Resort, Russia
Stelian Iacob, Senior VP & COO, Therme Group
Anu Jain, Vice President, Viome, United States
Charla Jones, CEO & Founder, eu2be, United States
Gavin Kennedy, Co-Founder & Researcher, Wholetone Wellness, United States
Sheri Kennedy, Founder & Lead Researcher, Wholetone Wellness, United States
JoAnn Kurtz-Ahlers, Owner, Hidden Doorways, United States
Tracy Lee, Founder & President, TLEE Spas + Wellness, United States
Bev Maloney-Fischback, CEO & Founder, Wellness Media Company, United States
Tammy Pahel, VP Spa & Wellness, Carillon Miami Wellness Resort, United States
Eunice Park, MD, Founder & CEO, AiREM, United States
Rupert Schmid, Co-President & Co-Chairman, Biologique Recherche, France
Joaquin Serra, Senior VP, Natura Bissé, Spain
George Shapiro, MD, CEO Fountain EDGE, Fountain Life - EDGE, United States
Cristin Smith, Founder & CEO, Saffron & Sage, United States
Yoriko Soma, CEO, Conceptasia, Inc., Japan
Rick Stollmeyer, Founder, Mindbody; CEO, Inspired Flight Technologies, United States
Randee Suneja, MD, Founder & CEO, Cardiology Center of Houston, United States
Seema Suneja, Operations Director, Cardiology Center of Houston, United States
Prof. Mary Tabacchi, PhD, RD, Professor Emerita, Cornell University School of Hotel Administration, United States
Sue Thirlwall, CEO & Founder, Innovative Growth & Franchise Ventures, United States
Dana Tomlin, Founder, Flutterby, United States
Leo Tonkin, Founder/CEO, SALT Chamber, United States
Barry van Doornewaard, Founder, Fresh Bed, The Netherlands
Livia Wang, Chief Brand Officer, Access Corporate Group, Australia
12:53 pm – 2:18 pm
Interactive Lunch | Table Topics
King Solomon A, B, C
Café Med, One Level
Below Lobby

TABLE TOPIC DISCUSSIONS (YOUR CHOICE)

Architecture

1. Wellness Architecture & Design Changes
   Humanity
   Veronica Schreibeis Smith, CEO & Founding Principal, Vera Iconica Architecture and
   Developments; Founding Chair, Wellness Architecture Initiative, Global Wellness Institute,
   United States

2. Cognitive Triggers That Provide Hospitality Guests with Deeper Experiences
   Tal Danai, Founder & CEO, ArtLink, United Kingdom

3. Music & Wellbeing for Children
   Freddie Moross, Managing Director, Myndstream, United Kingdom

4. The Future of Music & Wellbeing
   Phillip Moross, CEO, Cutting Edge Group, United Kingdom

Arts and Wellness

5. The Future of Beauty & Giving Back
   Joaquin Serra, VP, Natura Bissé, Spain

Beauty

5. The Future of Beauty & Giving Back
   Joaquin Serra, VP, Natura Bissé, Spain

Biohacking

6. Understanding Biohacking
   Anna Bjurstam, Wellness Pioneer, Six Senses; Partner, Raison d’Et; Strategic Advisor,
   Pegasus Capital Group, Sweden

Business

7. Secrets to Chiva-Som’s Resilience
   Karen Campbell, Business Development Director, Chiva-Som, Thailand

8. Social Sauna as a Revenue Driver
   Cassandra Cavanah, Founder, Cavanah Communications, United States

9. Changes in Hospitality & Residential Equipment Demand These Past Few Years
   Mauro Nava, Hospitality & Residential Global Sales Director, Technogym, Italy
12:53 pm – 2:18 pm  
King Solomon A, B, C  
Café Med, One Level Below Lobby

TABLE TOPIC DISCUSSIONS (CONTINUED)

ESG (Environment, Social, Governance)

10. Reimagining ESG with Wellness in Mind  
Mia Kyricos, President & Chief Love Officer (CEO), Kyricos & Associates LLC, United States

Finance

11. Access to Capital: Even for the Unconventional  
Michael Saei, President, First Financial Capital, United States

First 1,000 Days

12. First 1,000 Days: Promising Results  
Patricia Ladis, Founder & CEO, WiseBody, United States

Menopause

13. Menopause Myths and Legend?  
Jennifer Young, Founder, Beauty Despite Cancer, United Kingdom

Hot Springs

14. Hot Springs & Wellness Communities  
Charles Davidson, Chairman, Peninsula Hot Springs, Australia

15. The Long Tale of Hot Springs Wellness  
Mark Hennebry, Chair, Ensana, United Kingdom

Luxury Travel

16. Luxury Travel, Hospitality and the Labor Shortage  
Mary Gostelow, Columnist & Author, Gostelow Report, United Kingdom

Marketing, PR, Branding

17. Brand Building Advice for Health and Wellness Companies  
Jose Minski, CEO & Co-Founder, WM Partners LP, United States

18. What’s Next for Global Wellness Day?  
Belgin Aksoy, Creative Director, Richmond International, Turkey
TABLE TOPIC DISCUSSIONS (CONTINUED)

Mental Health, Mental Wellness

19. *Children’s Mental Health: Strategies for Parents*
Christine Clinton, Co-Founder, Junior Genius Global, United States

20. *Mental Wellness in the Metaverse*
Alina Hernandez, Wellness Project Director, Cocun™ Wellness, Co-Chair GWI Mental Wellness Initiative, Germany

Medicine and Wellness

21. *My View of the Future of Medicine & Wellness*
Elke Benedetto-Reisch, MD, Medical Director, Marienstein Privatklinik GmbH, Germany

Movement

22. *Medicinal Movement*
Nisha Devi Rodrigo, Founder & CEO, KALA Wellness, United States

Nutrition

23. *How I Have Disrupted the Nutrition and Healthy Eating Sector*
Ilan Samish, PhD, Founder & CEO, Amai Proteins, Israel

24. *Disrupting Nutrition with Science*
Naveen Jain, Founder & CEO, Viome, United States

Respiratory Wellness

25. *Respiratory Wellness & Salt Therapy*
Leo Tonkin, Founder & CEO, SALT Chamber, United States

Spas

27. *Spas: From Pampering to Prevention to Purpose*
Sarah Camilleri, Editorial Director & Owner, European Spa Magazine, United Kingdom
TABLE TOPIC DISCUSSIONS (CONTINUED)

Trends

29. Newest Spa and Hospitality Trends
   Jane Kitchen, Contributing Editor, Spa Business, United Kingdom

Water

30. Water: Industry’s Treasure and Challenge
   Nicole Miller, Director, Kohler Company, United States

Web3

31. Web3, Wellness & the Metaverse
   Frank Pitsikalis, VP, Strategy, Agilysys, Inc. II
   Founder & CEO, ResortSuite, Canada

Wellness Communities and Real Estate

32. Wellness Communities & Real Estate: Framework & Guidelines
   Jean-Francois Garneau, CEO, INITIAL Stratégie et Développement Sàrl, Switzerland

33. Successful Marketing Strategies Selling Rancho La Puerta Residences
   Roma Maxwell, VP, Business Development, Rancho La Puerta, United States

Women in Leadership

34. Women in Leadership
   Sara Jones, Managing Director & Editor, Spa & Wellness MexiCaribe, Mexico

Wellness Tourism

35. Wellness Tourism as an Economic Development Goal
   Hannah Messerli, PhD, Economic Development Specialist, United States

36. Wellness Tourism as a Catalyst for Travel Recovery
   Cindy Hoddeson, Board of Director, Wellness Tourism Association, United States

37. Cyprus: How the Government Views Wellness
   Antigoni Kapodistria, Tourism Officer A, Cyprus Deputy Ministry of Tourism, Cyprus
### TABLE TOPIC DISCUSSIONS (CONTINUED)

#### Workplace Wellbeing

38. As Leaders of Wellness Industries, are We Thriving?

**Renee Moorefield, PhD**, CEO, Wisdom Works Group, United States

39. Workplace Wellbeing: Major Impact Quickly

**Denise Bober**, Senior VP of Human Resources, The Breakers Palm Beach, United States

40. Workplace Wellbeing: Key to Success

**John Toomey**, CEO, Wide Awake Wellness Pty Ltd, Australia

#### Dying Well

41. Dying Well: What We Have Learned

**Amy Mcdonald**, Founder & CEO, Under a Tree, United States

### 12:53 pm – 2:18 pm

**Tech Innovation Pavilion Open**

Tech Innovation Pavilion
Grand Ballroom A

### 2:23 pm – 2:33 pm

**Global Wellness Award**

*Debra Simon Award for Furthering Mental Wellness*

**Presenting Sponsor:**

**Susie Ellis**, Chair & CEO, Global Wellness Summit, United States

*(On behalf of Debra Simon Family Foundation)*

**Presenting Member of the GWS Board of Advisors:**

**C. Victor Brick**, CEO, PF Growth Partners, LLC; Co-Founder, John W. Brick Mental Health Foundation, United States
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2:36 pm – 3:06 pm</td>
<td><strong>From Start-up to Scale-up: A Lightning Round of Israeli Innovation</strong></td>
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<td><strong>Moderated by Amir Alroy</strong>, Co-Founder, Welltech Ventures, Israel</td>
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<td><strong>Panelists:</strong></td>
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<td><strong>Amnon Bar-Lev</strong>, Co-Founder and CEO at Alike. Health, Israel</td>
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<td><strong>Avishai Ben-Tovim</strong>, Co-Founder &amp; CEO, MDI, Israel</td>
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<td><strong>Samuel Keret</strong>, Co-Founder &amp; CEO, Hedonia, Israel</td>
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<td><strong>Mila Orlovsky</strong>, VP Research, Antidote Health, Israel</td>
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<td><strong>Ziv Peremen</strong>, Co-Founder and CEO, Xtrodes, Israel</td>
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<td><strong>Shmul (Sam) Marko</strong>, VP, Food, Amai Proteins, Israel</td>
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<td><strong>Racheli Vizman</strong>, CEO &amp; Co-Founder, SavorEat, Israel</td>
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<td>3:11 pm – 3:29 pm</td>
<td><strong>Keynote</strong></td>
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<td><em>Integrating Workplace Wellness with Health Equity</em></td>
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<td><strong>Nicola Finley, MD</strong>, Integrative Medicine &amp; Board-Certified Internal Medicine Physician, United States</td>
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<td><strong>Denise Bober</strong>, Senior VP, Human Resources, The Breakers Palm Beach, United States</td>
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<td>3:34 pm – 3:39 pm</td>
<td><strong>Passion Story: My International Lineage and Family</strong></td>
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<td><strong>Anu Jain</strong>, Founder, Anu and Naveen Jain Women Safety XPrize; President, Anu Jain Family Foundation; Co-Founder, InfoSpace and Lavish Life, United States</td>
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<tr>
<td>3:44 pm – 4:24 pm</td>
<td><strong>CHOICE OF FIVE PANEL DISCUSSIONS</strong></td>
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<td><em>(Reminder: All sessions are audio recorded for on-demand access after the Summit)</em></td>
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</table>
Panel Discussion
Getting to the Root of Functional Medicine

Moderated by Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States

Panelists:
Bill Kapp, MD, CEO, Fountain Life, United States
Patricia Ladis, PT, CBBA, Founder, WiseBody PT; Author, The Wise Woman’s Guide to Your Healthiest Pregnancy & Birth, United States
Michael Roizen, MD, Chief Wellness Officer Emeritus, Cleveland Clinic, United States
Karina Stewart, Founder & Chief Wellness Officer, Kamalaya Koh Samui, Thailand

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Panel Discussion
The Robust and Evolving Industry of Wellness Real Estate & Communities

Moderated by Veronica Schreibeis Smith, CEO & Founding Principal, Vera Iconica Architecture and Developments; Founding Chair, Wellness Architecture Initiative, Global Wellness Institute, United States

Panelists:
Ricky Burdett, CBE, Director, LSE Cities, Professor of Urban Studies, London School of Economics and Political Science, United Kingdom
John Fitzgerald, CEO & Founder, JLF Corporation Pty Ltd, Australia
Roma Maxwell, VP, Business Development, Rancho La Puerta, Mexico
Amy McDonald, Founder & CEO, Under a Tree, United States
Martin Nestepny, Head of Smart Workplace Solutions, HB Reavis Group, United Kingdom
3:44 pm – 4:24 pm
King Solomon A&B
One Level Below Lobby

Panel Discussion
Does Beauty Get the Respect it Deserves in the Wellness Industry: What Makes Beauty Relevant to a Wellness Business?

Moderated by Sarah Camilleri, Editorial Director & Owner, European Spa Magazine, United Kingdom

Panelists:
Anna Bjurstam, Wellness Pioneer, Six Senses; Partner, Raison d’Etre; Strategic Advisor, Pegasus Capital Group, Sweden
Pierre-Louis Delapalme, Co-President & Co-Chairman, Biologique Recherche, France
Chunxia Gao, Minor Hotel Group, Thailand
Zarina Kanji, TMall Business Development & Marketing, Alibaba Group, United Kingdom
Jessica Smith, Senior Strategic Futures Analyst, Beauty, Wellness & Luxury Markets, The Future Laboratory, United Kingdom

3:44 pm – 4:24 pm
King Solomon C, One Level Below Lobby

Panel Discussion
“Wellness” as the Centerpiece of Travel & Tourism: Now and in the Future

Moderated by Vivienne Tang, Founder & CEO, Destination Deluxe, Switzerland

Panelists:
JoAnn Kurtz-Ahlers, President, Hidden Doorways, United States
Karen Campbell, Business Development Consultant, Chiva-Som International Health Resort, Thailand
Aldina Duarte Ramos, Global Director of Well-Being, Accor, France
Neil Jacobs, CEO, Six Senses Hotels, Resorts, Spas, Singapore

3:44 pm – 4:24 pm
Pomegranate Room

Q & A with GWI Research Team

Panelists:
Tonia Callender, Research Fellow, Global Wellness Institute, United States
Katherine Johnston, Senior Research Fellow, Global Wellness Institute, United States
Ophelia Yeung, Senior Research Fellow, Global Wellness Institute, United States
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<th>Time</th>
<th>Event</th>
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| 4:29 pm – 4:49 pm | Plenary                                    | **Reverse Pitch!**  
*Turning the tables, investors will pitch YOU on what they are looking to invest in, and how much they invest. Deals have been done, so don’t miss this!*  
**Moderated by Nancy Davis,** Chief Creative Officer & Executive Director, Global Wellness Summit, United States  
**Investors:**  
*Amir Alroy,* Co-Founder, Welltech Ventures, Israel  
*Nimrod Cohen,* Managing Partner, TAU Ventures, Tel Aviv University, Israel  
*Shetall Singh,* CEO, Family Office of Dr. M., Singapore, India, NY  
*Yoriko Soma,* CEO, Conceptasia, Inc., Japan  
*Rick Stollmeyer,* CEO, Inspired Flight Technologies, United States  
*Alejandro Weinstein,* WM Partners, LP, United States |
| 4:54 pm – 5:12 pm | Plenary                                    | **Keynote**  
*Spa & Wellness Under Threat*  
**Sue Harmsworth, MBE,** Founder, ESPA & SATCC, United Kingdom |
| 5:14 pm – 5:19 pm | Plenary                                    | **Five Takeaways in Five Minutes**  
**Amir Alroy,** Co-Founder, Welltech Ventures, Israel  
*Ömer Isvan,* President, Servotel, Turkey |
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<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
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<tr>
<td>5:22 pm – 5:42 pm</td>
<td>Plenary</td>
<td><strong>Groundbreaking Performance</strong>&lt;br&gt;<strong>Palm Reading: It's Not What You Think</strong></td>
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<td>Palm Reading, the talented musical duo of <strong>Charlie Laubacher</strong> and <strong>Skooby Laposky</strong>, will unveil a first-ever musical experience: capturing biodata from plants in both Israeli and Palestinian territories to create a seamless composition illustrating music and nature as healer.</td>
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<td><strong>Moderated by Darren Blumenthal</strong>, President, Myndstream, United Kingdom</td>
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<td><strong>Participants:</strong>&lt;br&gt;<strong>Charles Laubacher</strong>, Musician, United States&lt;br&gt;<strong>Skooby Laposky</strong>, Musician, United States</td>
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<tr>
<td>7:00 pm - 8:00 pm</td>
<td>Grand Ballroom Foyer</td>
<td><strong>Innovative Cocktail Reception:</strong>&lt;br&gt;<strong>Tonics for Your Soul!</strong></td>
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<td>Six custom cocktails designed for your enjoyment. Experience a little of the magic of aromatherapy...maybe save the “Sleep” cocktail for the end of the evening!</td>
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<td><strong>Cocktails:</strong> Focus, Sleep, Recharge, Relax, Breathe, Shield</td>
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<td><strong>Sponsored by Sprig by Kohler</strong></td>
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<td>8:00 pm – 11:00 pm</td>
<td>Grand Ballroom C</td>
<td><strong>Evening Event</strong>&lt;br&gt;<strong>Gala Dinner!</strong></td>
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<td>Spend a fabulous evening, enjoying friends, dining, and dancing. We will hold a short live auction to benefit The Susie Ellis Scholarship for Equity in Wellness. Bring your appetite, your dancing shoes, and your generous spirit!</td>
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<td><strong>Attire:</strong> Glamour!</td>
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DAY THREE
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<th>Time</th>
<th>Event Description</th>
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| 6:15 am - 6:45 am | **Sunrise Swim with a Start-up Founder!**  
Join Ben Enosh, Co-Founder, Antidote Health, for a swim in the Mediterranean. 
Wear a bathing suit, and bring goggles, a towel and a swim cap, something warm to wear after and drinking water. Ben will escort the group down to the beach and you’ll swim together for thirty minutes. Then Ben will escort you back. A brisk beginning to a wonderful Summit day! |
| 6:30 am – 8:00 am | **Breakfast in Café Med**  
For delegates staying at the Hilton Tel Aviv, enjoy the famous breakfast buffet of Israeli and international cuisine! |
| 8:30 am – 8:35 am | **Moving Art**  
*Flower Power*  
*Louie Schwartzberg*, Founder & Filmmaker, Moving Art, United States |
| 8:40 am – 8:58 am | **Keynote**  
*Is That a Robot or a Chef? Precision, Plant-Based Nutrition Delivered through Cutting-Edge Technology*  
*Racheli Vizman*, Co-Founder & CEO, Savor Eat, Israel |
| 9:03 am – 9:13 am | **Research Reveal**  
*Wellness Tourism Global Outlook: 2022 and Beyond*  
As wellness has a significantly bigger influence on post-pandemic travel, this multi-research study explores the activities and behaviors defining wellness travel today and the forces shaping its future. The study combines research from travel intelligence firm Mabrian Technologies and Finn Partners’ Global Travel Practice.  
*Presented by Cathy Feliciano-Chon*, Founder & Managing Director, CatchOn – A Finn Partners Company, Hong Kong |
### 9:18 am – 9:33 am
**Plenary**

**Keynote Conversation**  
*The Epigenetics of Wellness*

**Richard Carmona, MD**, Chief of Health Innovation, Canyon Ranch; 17th Surgeon General of the US, United States

### 9:38 am – 10:08 am
**Plenary**

**Panel Discussion**  
*Does Faith Drive Business and Lead Inclusion?*

**Moderated by Jean Sung**, Head of Philanthropy Centre, Asia, J.P. Morgan Private Bank, Hong Kong

**Panelists:**  
- **Isaac (Yitz) Applbaum**, Chair, The Western Wall (Kotel), Israel  
- **Brian Grim, PhD**, Founding President, Religious Freedom & Business Foundation, United States  
- **Judith Richter, MD**, Founder & Chief Executive Officer, Medinol, Ltd.; Founder & Chairwoman, The NIR School of the Heart, Israel

### 10:13 am – 10:18 am
**Plenary**

**Shark Tank of Wellness Student Award Winners**  
*$10,000 in Prize Money!*

**Presenting Sharks:**  
- **Amir Alroy**, Co-Founder, Welltech Ventures, Israel  
- **Karen Campbell**, Business Development Consultant, Chiva-Som International Health Resort, Thailand  
- **Aldina Duarte Ramos**, Global Director of Well-Being, Accor, France  
- **Frank Pitsikalis**, VP, Product Strategy, Hotels, Agilysys, Canada

### 10:23 am – 10:28 am
**Plenary**

**Award Presentation**  
*Call for Innovation: Wellness & the Metaverse*

**Amir Alroy**, Co-Founder, Welltech Ventures, Israel  
**Noam Gabison**, Industry Manager for Digital Health, Meta, Israel

### 10:30 am – 11:00 am
**Grand Ballroom A**

**Networking Energy Break**
11:05 am – 11:10 am
Passion Story
Dying Well: A Love Story
Amy McDonald, Founder & CEO, Under a Tree, United States

11:15 am – 11:33 am
Keynote
Innovation Platforms for Wellness
Itay Zetelny, Innovation, Global Incentives & Cleantech & Sustainability Groups Leader, Ernst & Young, Israel

11:38 am – 11:56 am
Keynote Conversation
A Global Economist Looks at The Future: Triumphs & Challenges for the Wellness Economy
Susie Ellis, Chair & CEO, Global Wellness Summit, United States
Thierry Malleret, Co-Founder & Managing Partner, Monthly Barometer, France

12:01 pm – 12:19 pm
Keynote
The Future of Public Spaces in Urban Settings
Robert Hammond, President & Chief Strategy Officer, Therme Group US, United States

12:24 pm – 12:32 pm
Global Wellness Award
Leading Woman in Wellness
Presenting Sponsor: Servotel
Ömer Isvan, President, Servotel, Turkey
Presenting GWS Advisory Board Member: Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States

12:36 pm – 12:42 pm
Global Wellness Award
Leader in Innovation
Presenting Sponsor: Natura Bissé
Joaquin Serra, Senior VP, Natura Bissé, Spain
Presenting GWS Advisory Board Member: Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States
<table>
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| 12:44 pm – 12:52 pm | Plenary **Global Wellness Award**  
                | *Leader in Sustainability*  
                | **Presenting GWS Advisory Board Member:**  
                | Hannah Messerli, PhD, Economic Development Specialist, United States |
| 12:52 pm – 1:42 pm | Relaxed Lunch  
                | King Solomon A, B, C  
                | Café Med, Below Lobby |
| 1:45 pm – 1:50 pm | Plenary **World Premiere Short Film**  
                | *In Pursuit of Wellness: The Art & Science of Living Well*  
                | Building for Life: Ensuring mothers-to-be receive essential vitamins to support their children into the future.  
                | **BBC StoryWorks & Global Wellness Institute**  
                | *Presented by Bayer* |
| 1:55 pm – 2:13 pm | Plenary **Keynote**  
                | *Crowdsourcing Health and Wellness*  
                | **Varda Shalev, MD,** Co-Founder & Chief Medical Officer, Alike.Health, Israel |
| 2:18 pm – 2:36 pm | Plenary **Keynote Conversation and Presentation**  
                | *Awash in Wellness: The Big Business of Thermal Parks*  
                | Special presentation: World Bathing Day 2022  
                | **Stelian Iacob,** Senior VP & COO, Therme Group  
                | **Tina Newman,** Director, Sales & Marketing, Castle Hot Springs, United States |
| 2:41 pm – 2:59 pm | Plenary **Keynote**  
                | *Health & Wellbeing in the Metaverse: Pure Futurism or the Game Changer for Longevity?*  
                | **Noam Gabison,** Industry Manager for Digital Health, Meta, Israel |
| 3:04 pm – 3:22 pm | Plenary **Keynote**  
                | *Making Illness Irrelevant*  
<pre><code>            | **Naveen Jain,** CEO, Viome, United States |
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<th>Speaker/Details</th>
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</table>
| 3:27 pm – 3:45 pm | Keynote                | **A Groundbreaking Sustainability Project in the Middle East: Saving the Dead Sea**  
Dead Sea Guardians is a multinational community of people who have decided to jointly act for the sake of the Dead Sea which currently is in existential danger. Through their activities, this group will ensure that the Sea and its surroundings will thrive and prosper for future generations. The group is made up of geopolitical strategists, scientists, entrepreneurs, activists, artists and more.  
**Oded Rahav**, Business & Strategy, Dead Sea Guardians, Israel |
| 3:47 pm – 3:52 pm | Final Five Takeaways in Five Minutes | **Amir Alroy**, Co-Founder, Welltech Ventures, Israel  
**Ömer Isvan**, President, Servotel, Turkey |
| 3:54 pm – 4:00 pm | Honoring the Co-Chairs | **Amir Alroy**, Co-Founder, Welltech Ventures, Israel  
**Ömer Isvan**, President, Servotel, Turkey |
| 4:02 pm – 4:05 pm | Announcement of GWS 2023 Location! Flag Tease! | **Nancy Davis**, Chief Creative Officer & Executive Director, Global Wellness Summit, United States  
**Susie Ellis**, Chairman & CEO, Global Wellness Summit, United States |
<p>| 4:06 pm – 4:10 pm | Hearing from the 2023 Summit Hosts | <strong>Oded Rahav</strong>, Business &amp; Strategy, Dead Sea Guardians, Israel |</p>
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<tr>
<td>4:15 pm – 4:20 pm</td>
<td>Special Surprise Presentation</td>
<td>&quot;Our Best Hope for the Future&quot;&lt;br&gt;&lt;br&gt;<strong>Christine Clinton</strong>, Founder, Christine Clinton Cancer Care; Chair, Wellness for Children Initiative, Global Wellness Summit, United States&lt;br&gt;&lt;br&gt;<strong>Nancy Davis</strong>, Chief Creative Officer &amp; Executive Director, Global Wellness Summit, United States&lt;br&gt;&lt;br&gt;<strong>The Arab-Jewish Community Center</strong>, Jaffa, Israel</td>
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<tr>
<td>4:25 pm</td>
<td>Champagne Toast</td>
<td>&quot;Raising a glass with board members, the Global Wellness Summit team and all 2022 GWS delegates!&quot;</td>
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</table>
POST-SUMMIT ACTIVITIES

9:00 am – 12:00 pm

Host a Future Summit
Opportunity to speak with Nancy Davis, Chief Creative Officer & Executive Director, GWS, regarding what’s involved in hosting a future Summit. Please email Michelle Gamble, VP, Global Business Development, GWS at michelle.gamble@globalwellnesssummit.com to request a time to meet with Nancy on Friday morning.
2022 PRESS DELEGATES & OTHER ATTENDING MEDIA

Kris Abbey, Managing Director, Spa & Wellness, Australia

Sarah Camilleri, Editorial Director & Publisher, European Spa Magazine, United Kingdom

Judy Chapman, Wellness Writer, VENU, Australia

Olivia Clutterbuck Houghton, Deputy Create Foresight Editor, LS:N Global, United Kingdom

Deborah Danan, Correspondent, Times of Israel, Israel

Hillel Fuld, CEO, Hillelfuld.com, Israel

Buzzy Gordon, Travel and Lifestyle Writer, Ynetnews.com, Israel

Mary Gostelow, President, Almont Global, United Kingdom

Caroline Haiat, Journalist, i24news, Israel

Matan Havilio, Editor, Keshet Media Group, Israel

Olivia Houghton, Deputy Creative Foresight Editor, The Future Laboratory, United Kingdom

Sara Jones, Managing Director & Editor, Spa & Wellness MexiCaribe, Mexico

Jane Kitchen, Contributing Editor, Spa Business, United Kingdom

Beverly Maloney-Fischback, CEO & Founder Wellness Media Company, Organic Spa Media, United States

Sarah Miller, Founder & CEO, Sarah Miller & Partners, United Kingdom

Laura Powell, Wellness Correspondent, Daily Suitcase, United States

Astrid Ros, Publisher, Spa Business, Leisure Media, United Kingdom

Varsha Singh, Editorial Director, India Outbound, India

Jessica Smith, Wellness & Beauty Freelancer, Rennie Creative, United Kingdom

Lisa Starr, Principal, Wynne Business, United States

Vivienne Tang, Founder & CEO, Destination Deluxe, Switzerland
GWI INITIATIVE CHAIRS & CO-CHAIRS

Aesthetic Health Initiative
Alison O’Neill, President & Founder, Beauty Becomes You Foundation, United States

Africa Wellness Initiative
Lina Njoroge, CEO, Nutrition Consultant & Wellness Expert, Total Lifestyle Change Nutrition & Wellness Centre, Kenya
Elaine Okeke Martin, President, Spa & Wellness Association of Africa, Mauritius
Joel Birkemeier, Founder, Global Wellness Mission; Senior Clinical Trial Project Manager, United States & Ghana

Beyond GDP, Regenerative Hospitality & Wellness Initiative
Davide Bollati, Founder & Chairman, Davines, Italy
Alia Sukolova, Founder & CEO, Inbalans, Sweden

Breathe Initiative
Sandy Abrams, Founder, TheCEOm.com, United States
Rekha Chaudhari, MD, Village Housewife to Global Business Leader, India
Peter M. Litchfield, PhD, President, Professional School of Behavioral Health Sciences, United States

Clean Water Initiative
Abhishek Jain, MD, VP, International Operations, Arch Amenities Group, India
Padma Venkat, PhD, Dean, School of Public Health, SRM Institute of Science & Technology, India

Consulting Best Practices Initiative
Lisa Starr, Principal, Wynne Business, United States
Wilfried Dreckmann, Founding Director of Spa Project, Germany

Cryotherapy Initiative
Rainer Bolsinger, CSO & CMO, Art of Cryo, Germany

Digital Wellness Initiative
Joshua Luckow, Founder & CEO, SolaVieve, Germany
Nicole Huber, City Director, Heidelberg, Germany

Diversity, Equity & Inclusion Initiative
Christina Yap, Diversity, Inclusion & Wellbeing Leader, Switzerland
Larry Ward, PhD, Director, Lotus Institute; Author & Speaker, United States

Dying Well Initiative
Amy McDonald, Founder & CEO, Under a Tree, United States
Diane Doster, Founder & CRO, Project Relevance, United States

Exploring Salt & Halotherapy Initiative
Steve Spiro, Founder & CEO, Global Halotherapy Solutions, United States
Ann Brown, Founder & CEO, Saltability, United States

First 1000 Days Initiative
Patricia Ladis, Founder, WiseBody PT & Co-Founder First 1000 Days of Wellness, United States
Alina Hernandez, Wellness Project Director, Cocun™ Wellness, Germany

Hormonal Wellness Initiative
Jennifer Young, Founder, Jennifer Young & Beauty Despite Cancer, United Kingdom
Marc Kohoot, CEO, Areoscena LLC, United States
Hot Springs Initiative

**Charles Davidson**, Co-Founder, Chairman & Creative Director, Peninsula Hot Springs, Australia

**Mark Hennebry**, Chairman, Ensana, United Kingdom

Hydrothermal Initiative

**Don Genders**, CEO, Design for Leisure, United States

**Cassandra Cavanah**, Founder, Cavanah Communications, United States

Living Well from Within Initiative

**Wendy Bosalavage**, President & CRO, LIVunLtd, United States

**Sallie Fraenkel**, President, Mind Body Spirit Network, United States

Massage Makes Me Happy Initiative

**Lynda Solien-Wolfe**, President, Solwolfe Resource Group, Inc., United States

**Heather Zdan**, Executive VP, Marketing, Scrip, United States

Mental Wellness Initiative

**Gerry Bodeker, PhD**, Green Templeton College, University of Oxford; Department of Epidemiology, Columbia University, New York, Public Health Academic & Clinical Psychologist, United Kingdom, United States & Malaysia

**Alina Hernandez**, Wellness Project Director, Cocun™ Wellness, Germany

Nutrition for Healing Initiative

**Joy Menzies**, Managing Director, DSM Wellness Management, Thailand

**Cyndie Burkhardt**, Health Coach & Wellness Consultant, Appetite4Life, Croatia

Psychedelics & Healing Initiative

**Rick Doblin, PhD**, Multidisciplinary Association for Psychedelic Studies (MAPS), United States

**Mary-Elizabeth Gifford**, EVP, Psyence, United States

**Dingle Spence, MD, BSc., MBBS, DMRT, Dip. Pall Med, FRCP**, Consultant in Oncology and Palliative Medicine, Jamaica

Respiratory Wellness Initiative

**Leo Tonkin**, Founder & CEO, SALT Chamber, United States

**John Ryan, PhD, MD**, Chief Strategy Officer, Allergy Standards Ltd, Ireland

Sleep Initiative

**Allison Howard**, Founder & CEO, Nollapelli, United States

**Francisco Levine**, Chief Business Officer, Bryte Labs, United States

Social Impact Initiative

**Wendy Bosalavage**, President & CRO, LIVunLtd, United States

**Sallie Fraenkel**, President, Mind Body Spirit Network, United States

**Brian Brazeau**, General Manager, Comfort Zone, Italy

Sound Wellness Initiative

**Suzannah Long, CEO**, So Sound Solutions, United States

**Elizabeth Riley, PhD**, Research Psychologist, Music & Mindfulness Expert, United States

Supporting UN 17 SDG’s Initiative

**Lucy Brialey**, Co-Founder & Director, The Sustainable Spa Association, United Kingdom

**Sarah Watterson**, Spa & Wellness Consultant Resense Spas, United Kingdom
Web3 Initiative
Mia Kyricos, President & Chief Love Officer (CEO), Kyricos & Associates LLC, United States
Frank Pitsikalis, VP, Strategy, Agilysys, Inc. II Founder & CEO, ResortSuite, Canada

Wellness Architecture & Design Initiative
Lahra Tatriele, Vision Director & Wellness Strategist, Alchemy Concepts, Co-Founder, Fivelements, Italy & Hong Kong
Sherry Fong, Operations Director for Senior Living, Residential Care Homes and Wellness, Wellness & Horticultor Strategist - Property & Project Development, Hotels, Hong Kong

Wellness Coaching Initiative
Susan O’Connor, CEO, Healthcare & Wellness, United States
Ellen Kocher, Founder Wealthness, Switzerland

Wellness Communities & Real Estate Initiative
Helen Foster, Principal, Foster Strategy, LLC, United States
Teri Slavik-Tsuyuki, Principal, tst ink. LLC, United States

Wellness for Cancer Initiative
Julie Bach, Executive Director, Wellness for Cancer, United States
Lisa Corbin, MD, Executive Health Services, University of Colorado Hospital, United States

Wellness for Children Initiative
Christine Clinton, President, International Spa & Salon Services, United States
Stephanie Rest, Founder, Caribbean Wellness & Education, United States
Deborah Wilson, Co-Owner, Natural Repellents, LLC, United States

Wellness Tourism Initiative
Katherine Droga, Founder, Droga & Co, Australia
Lindsey Madden-Nadeau, Founder, Meraki Bespoke Wellness Strategies, France

Women in Leadership Initiative
Julie Keller Callaghan, Co-Founder, Well Defined, United States
Sara Jones, Managing Director, Spa & Wellness MexiCaribe, Mexico

Workplace Wellbeing Initiative
John Toomey, CEO, Wide Awake Wellness Pty Ltd, Australia
Dannielle Posa, Workplace Wellbeing Advisor, United States

Yoga Therapy Initiative
Bija Bennett, Author, Chief Wellness Officer, YubiHealth, Inc., United States
Felicia Tomasko, President, Bliss Network LLC, United States
Christina Yap, Diversity, Inclusion & Wellbeing Leader, Switzerland