

GLOBAL WELLNESS SUMMIT 2025



NOVEMBER 18-21 | DUBAI, UAE



YOU ARE CORDIALLY
INVITED TO APPLY TO ATTEND
THE 19TH ANNUAL GLOBAL WELLNESS SUMMIT
LONGEVITY THROUGH
A WELLNESS LENS

NOVEMBER 18-21, 2025

MANDARIN ORIENTAL DOWNTOWN, DUBAI



Dear Esteemed Colleague,

It is our great pleasure to invite you to the 2025 Global Wellness Summit (GWS) in Dubai, November 18-21. Modeled after the World Economic Forum 19 years ago, the legendary GWS is now the foremost annual gathering of international leaders in the global wellness economy. With the theme “Longevity Through a Wellness Lens,” this year’s conference will take place at the new Mandarin Oriental Downtown, Dubai, featuring an unrivaled lineup of global thought leaders, new platforms for collaboration and investment, and groundbreaking solutions that will define the future of wellness.

The robust Summit agenda illuminates what’s next across all 11 sectors of the \$6.3 trillion wellness economy, while the Innovation Lab features pioneering wellness services and products. Global Wellness Institute researchers will unveil a complete update of the *Global Wellness Economy Monitor* at the Summit, with new data and insights on each wellness sector. Gathering now is crucial given the wellness industry’s historic momentum, and Dubai is the ideal location with the Middle East’s rapid rise as a global wellness tourism hub.

The GWS facilitates high-level dialogue among key decision makers and provides the very valuable Delegate Directory, given only to attendees. Relationships built at the Summit have led to some of the largest and most important collaborations in our industry.

We look forward to meeting you in Dubai, as together we embrace the mission of the GWS: Joining Together. Shaping the Future.

The Global Wellness Summit Advisory Board

Amir Alroy, Israel; **Anna Bjurstam**, Sweden; **Victor Brick**, US; **Cathy Feliciano-Chon**, Hong Kong; **Tony de Leede**, Australia; **Susie Ellis**, US; **Nicola Finley, MD**, US; **Irene Forte**, UK; **Maggie Hsu**, US; **Ömer K. Isvan**, UK; **Jessica Jesse**, US; **Hannah Messerli, PhD**, US; **Veronica Schreibeis Smith**, US; **Yoriko Soma**, Japan; **Prof. Mary Tabacchi, PhD**, US

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