



EUROPE: GERMANY

What are the most significant global issues facing us today?

Besides political issues, we have to think about our diminishing resources: water, air, power. They help slow down the market. A lot of industries cut down their research department budgets, which will not help to develop innovations. These issues are slowing down the industry and creating a lot of fear on the end consumer market.

What do you see as the main innovations happening around the world, those which are game changing and/or disruptive?

I always like to look at the car manufacturers as they are still doing good business. Ten years ago, if I had told you that BMW and Mercedes were developing one platform for their cars to save money, you would have called me a dreamer. But it's a reality. I do believe that every industry has the potential to share ideas and money and coordinate development together with others to create the future.

What do you see as the main innovations in the spa/wellness industry (existing and future)?

A lot of important innovations are still not well known on the market. Think about the KLAFS Klima Manager, a small innovative system which helps you to save up to 45 percent of energy. There are a lot of innovations coming up in the future in the direction of multi-tool design. And energy costs are something we will have to face in the future.

What do you see as the greatest opportunities/challenges for the global spa and wellness industry?

As prevention becomes more and more important, we will have to work on the "outside view" of wellness and spa. It is not just for the rich and beautiful, but for everybody who would like to stay healthy. I see a big opportunity for cooperation with health insurance companies looking for preventive treatments to lower their future medical treatment costs.

What are some practical ways for businesses to create a climate for creativity and innovation?

Give people a chance to relax, a place to be free of all influences and to focus on their tasks. Change the research behavior as it used to be. Don't just research via the Internet; go out, talk, listen, and feel and understand the market.

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