



# ASIA: HONG KONG

## **What are the most significant global issues facing us today?**

The economic situation has persisted long enough to change attitude and perception. The psyches of populations around the world have changed with escalating concerns over the future affecting the daily choices people make. Spa and the related industries have an opportunity to effect a paradigm shift in the way people live. At last prevention may reach a critical mass that influences insurance companies, medical institutions, schools, etc. And spa can be a catalyst for these changes.

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

The collapse of the welfare systems such as medical and pension provisions requires a change in thought about the way society will live. This will be exacerbated where communities are affected by the change in their demographics and aging population.

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

Some of the biggest game changers in our industry are innovations and discoveries in medical procedures and products that influence the beauty industry. This is changing the choice of treatments for many spas. In contrast to this stands the growing research into the benefits of complimentary treatments that have traditionally fallen under the umbrella of spas. These innovations and developments will ensure a successful future for spas.

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

The greatest opportunities exist in finding business solutions that meet public demand. I think massage will continue to be the dominant spa treatment for many years to come, as the power of touch has not yet found an equal. The persistent challenge is to make the business of spa profitable.

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

Networking and open discussion with people related to each other in the industry and association with those outside the industry. Communication fosters ideas. As Edward de Bono states "It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all." ~ Edward De Bono

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