



## ASIA: JAPAN

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

Recession and disasters. We are using the words “Recession” and “Disaster” as excuses for not achieving our target! Many brands and companies are doing very well now.

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

Sustainability: not just for our environment, but for our lifestyle. Within our spa we are more concerned about our environment, with its limited resources, and about improving work conditions by team-work innovation.

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

Diversification. Now our spas are offering a greater variety of services including yoga classes, short trips, educational classes, and others arising from the requests of our guests.

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

Depression. Many people are depressed due to diverse reasons (here in Japan, we still suffer from depression after the earthquake). The reason why our guests come back to our spa is that they felt secure within our spa and they can reduce depression by receiving our treatments.

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

Google+. Using Google+ gives our team the structure to innovate the business with their creative ideas. My team is very active in recommending whatever is working at their own sites to other sites, since we have 18 locations within Japan.

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