

AFRICA: NAMIBIA

1. What is currently making news in your country when it comes to wellness or wellbeing?

The wellness revolution has arrived in Africa. In my country, Namibia in particular, we are experiencing a conciseness rooted in the Ancient philosophies and therapies. People are seeking that that is linked to the 'source' and not so much 'western' methods as it were.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following:

Spas: Authentic African spa's, whose focus is on the ancient methodologies of our Ancestors.

Wellness Tourism: It is still in its infancy.

Wellness Living Communities/Real Estate: Untapped market.

Beauty/Fitness: the consumer is guiding this segment, with demands of Natural treatments, products and for the fitness alternate fitness regimes. (Outdoors activities).

3. How would you describe the state of workplace wellness in your country?

Because of the awareness and the effects stress and our environment plays in our daily lives, there is a consensus from both corporate and employees to better workplace environments. There is scope for growth, but it is a long way off compared to where the rest of the world is.

4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?

With the increase in Tourism, all the role players are aware of the wellness industry and how it can impact the business positively; there is a positive increase in spa's; wellness practitioners and fitness activities.

5. Whose responsibility is it to create a well world?

It is EVERYONE! We can all make a difference in our own way. I personal have taken it upon myself and through my business to take to the globe, African wellness. Through our ancient therapies and products. We can all do something to make this world a WELL-WORLD.

SUBMITTED BY:

Name: Mariane Akwenye

Title: Founder

Company: Nomad African Spa

Email: mariane@nomadspa.com

Phone Number: (+264) 81 391 1813

