



## EUROPE: SWEDEN

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

The uncertain financial climate: the many changes that are to come as developing economies like China, Brazil, Russia and India grow compared with developed countries.

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

The technical innovations, such as apps and other technological gadgets that we had no idea that we even wanted a couple of years ago. The way businesses are marketing and communicating with their potential customers.

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

To become less spa-oriented and more wellness-oriented, with integration of fitness, nutrition, advanced beauty and alternative health care and, later, the merging of all of the above with medical practices.

Ways to diagnose the guests in a spa and individualize the experience, thus achieving better results.

Ways to integrate and improve old and proven healing methods with advanced technology.

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

To educate qualified spa managers is a great opportunity for all, for educational institutes and employers, and the market as a whole.

The technically advanced equipment is both an opportunity and challenge. The challenge being that there is so much coming out on the market, but it is difficult to know what is reliable.

The escalating deals market, with the low margin of spas in developing countries due to high staffing costs, and consumers now becoming used to very highly discounted prices, meaning that a 15 percent discount or similar voucher is not making an impact, they want 30 to 40 percent.

A challenge will be how to integrate psychology including meditation, vibrational therapy such as healing into spas in a credible way. There is a great shift in the world today, with talk of energies or fields happening in a more scientific way. And with the placebo being the most successful cure or “drug” in the world today (and the least researched), spas or wellness centers will very likely lead in understanding this issue, but it must be done in a credible way.

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

I believe that it is not the innovation that matters, but how the innovation is carried out. I therefore believe that educating the leaders of the future to carry out the innovations with a strategic and determined approach will be the way to create a climate for creativity and innovation.

#### **SUBMITTED BY**

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