

AGENDA

MOROCCO 2014

 *Fast***FORWARD**



Global Spa &
Wellness Summit

JOINING TOGETHER. SHAPING THE FUTURE.

DAY ONE: WEDNESDAY, SEPTEMBER 10, 2014

GLOBAL WELLNESS TOURISM CONGRESS

6:00 am – 7:00 am

Meet at Four Seasons
Resort Marrakech
Spa Entrance

Run with Wellness Pioneer Donald B. Ardell, PhD

Short, refreshing and moderately paced run with Wellness Pioneer Don Ardell, PhD, a triathlon champion. Don will speak for a few moments before the run about the advantages of cross training and answer questions about exercise and nutrition for active living at every age.

6:30 am – 7:30 am

Meet at Four Seasons Resort
Marrakech, Spa Entrance

Yoga with Perumal**6:30 am – 8:45 am**

Solano

Breakfast

Sponsored by BABOR

7:00 am – 6:00 pm

Conference Center
Entry

Summit Concierge & Registration Open

Sponsored by LEMI

9:00 am – 9:30 am

Agdal Ballroom

General Session: Opening by Moving Art

Through the Lens: Africa

General Session: Welcome & Opening Remarks

Pete Ellis, Chairman, Spafinder Wellness, Inc.; Chairman Emeritus, GSWS, U.S.

Anna Bjurstam, Co-Chair 2014 Summit; Vice President of Spas & Wellness, Six Senses Hotels Resorts Spas, Thailand; Owner, Raison d'Etre, Sweden

Neil Jacobs, Co-Chair 2014 Summit; CEO, Six Senses Hotels Resorts Spas, Thailand

Susie Ellis, President, Spafinder Wellness, Inc.; CEO & Chairman, GSWS, U.S.

9:30 am – 10:10 am

Agdal Ballroom

General Session: Keynote Speaker

How the 21st-Century African Renaissance Will Redefine the Cutting Edge of Spa and Wellness

Magatte Wade, CEO & Founder, Tiossan, Senegal (*Named a Young Global Leader by the Davos Global Economic Forum, as well as one of the 20 Youngest Power Women in Africa by Forbes in 2011*)

10:10 am – 10:20 am

Agdal Ballroom

General Session: Special Welcome from Morocco

Lahcen Haddad, PhD, Minister of Tourism, Kingdom of Morocco

10:20 am – 10:25 am

Agdal Ballroom

General Session: Special Welcome from SMIT

Imad Barrakad, Chairman, Moroccan Agency for Tourism Development (SMIT), Morocco

10:25 am – 10:40 am

Agdal Ballroom

General Session: A Keynote Dialogue

Wellness Tourism 2.0: World Reaction to 2013 Global Wellness Tourism Economy Report; Latest Facts and Figures

Jean-Claude Baumgarten, Chairman & CEO, CREWE Associates; Former President, World Travel and Tourism Council, France

Peter Greenberg, Travel Editor, CBS News; Host, PBS Travel Detective, U.S.

10:40 am - 11:10 am
Agdal Ballroom

General Session: Panel Discussion

*Honorable Ministers of Tourism Share National Strategies:
How Governments are Prioritizing, Branding and Marketing
Wellness Tourism*

Moderator: Peter Greenberg, Travel Editor, CBS News; Host, PBS
Travel Detective, U.S.

Panelists:

Richard Wick, Mayor, Rotorua District Council, New Zealand

Lahcen Haddad, PhD, Minister of Tourism, Kingdom of Morocco

Miguel Torruco Marqués, Mexico City Minister of Tourism, Mexico
City Ministry of Tourism, Mexico

Yolanda Perdomo, Director, UNWTO Affiliate Members Program, Spain

Pataraporn Sithivanich, Executive Director of Tourism Product,
Tourism Authority of Thailand (TAT), Thailand

11:10 am - 11:40 am
Agdal Foyer

Networking Energy Break

**"Up Close & Personal" with Imad Barrakad, Jean-Claude
Baumgarten, Lahcen Haddad, PhD, Magatte Wade**

Gain access to our VIPs in a casual setting. Look for the designated
area at the Energy Break.

OR

Medina

Mindfulness Meditation with Felix Lopez, Pranik Healer & Spiritual
Leader, Jhana Healing Mindfulness and Yoga Center, U.S.

11:40 am - 11:50 am
Agdal Ballroom

General Session: Introduction of Alexis Jones

Taking Us into the Future: A Generational Shift

Alexis Jones, Founder, I AM THAT GIRL, Alexis Jones Inc., U.S.

11:50 am - 12:35 pm

Two Options

11:50 am - 12:35 pm
Agdal Ballroom

Option 1: General Session: Keynote Speaker

*The Future of Retail: Disruptive Technology, Curveballs, Dangerous
Assumptions and Making It All Work*

Paul Price, CEO, Creative Realities, U.S.

11:50 am - 12:35 pm
Medina

Option 2: Short Presentations

2014 Latest Global Wellness Tourism Economy Data

Katherine Johnston, Senior Economist, SRI International, U.S.

*WelDest: How to Create a Competitive Health and Wellbeing
Destination?*

Susanna Saari, Senior Lecturer, Degree Programme in Hospitality
Management, Turku University of Applied Sciences, Finland

Disrupting the Urban Model

Terry Stevens, PhD, Managing Director, Stevens & Associates, UK

12:35 pm - 2:00 pm
Various Locations

Interactive Lunch: Table Topic Discussions

Roundtable discussions with designated leaders. Each table will
have a specific topic. Choose any table you like.

1. *Opportunities in Corporate Wellness*, **Ravi Agarwal**, Director, Pavitra
Pte Ltd, Singapore
2. *Global Wellness Day*, **Belgin Aksoy**, Creative Director, Richmond Nua
Wellness Spa, Turkey
3. *Future of Real Estate and Hospitality*, **Rachid Alami Sounni**, CEO,
ALHIF Management, Morocco



4:00 pm – 5:30 pm

Medina

2. Hot Springs Forum Discussion

Thermal Renaissance: Stories from a Heated Earth

Facilitators:

Charles Davidson, Founder & CEO, Peninsula Hot Springs, Australia

Amy McDonald, Principle, Under A Tree, U.S.

Participants:

Alonso Burgos, Executive Director, Colca Lodge S.A., Peru

Chris Clodwick, Mayor, Rotorua District Council, New Zealand

Karim Jennane, CEO, Sothermy – Groupe CDG, Morocco

Katherine Johnston, Senior Economist, Economics Program, SRI International, U.S.

Erwan Madec, CEO, Vichy Spa International, France

Tomonori Maruyama, Chief Research Consultant/Manager, Research & Consulting Team, Mitsui Knowledge Industry Co., Ltd., Japan

Axel Valdez, Director, Hotel Buenavista Beach Resort, Mexico

4:00 pm – 5:30 pm

Solano Restaurant

3. Corporate Wellness Forum: A World Café Experience

Leading the Future of Corporate Wellness: What is Our Industry's Role?

Facilitators:

Ravi Agarwal, Director, Pavitra Pte Ltd, Singapore

Renee Moorefield, PhD, MCC, CEO, Wisdom Works, U.S.

4:00 pm – 5:30 pm

Hivernage

4. Destination Spa & Wellness Retreats Forum Discussion

Creating A Bright Future Together

Facilitators:

Belgin Aksoy, Creative Director, Richmond International, Turkey

Sallie Fraenkel, Founder, Mind | Body | Spirit | Network, U.S.

“Discussion in the Round” Panelists: (There will be room for others.)

Dr. Nasim Ashraf, CEO, DNA Health Corp., United Arab Emirates

Andrew Barnard, Deputy Marketing Director, SunSwept Resorts, Saint Lucia

Craig Barnard, Managing Director, The BodyHoliday LeSPORT, Saint Lucia

Marianne Brehpol, Marketing & Sales Director, Lapinha SPA, Brazil

Charlene Florlan, Chief Creative Officer, Kerstin Florian, U.S.

Franz Linzer, PhD, CEO, Linser Hospitality GmbH, Austria

Kathy Van Ness, Golden Door, General Manager & COO, U.S.

Ingo Schweder, CEO, GOCO Hospitality, Thailand

Deborah Szekely, Co-Founder, Rancho La Puerta, Mexico; Founder, Golden Door, U.S.

4:00 pm – 5:30 pm

Gueliz

5. Spa Education Forum Discussion

Entice. Encourage. Elevate!: Mentorships, Internships and Promoting Careers in Spa & Wellness

Facilitators:

Anna Bjurstam, Vice President of Spas & Wellness, Six Senses Hotels Resorts Spas, Thailand; Owner, Raison d'Étre, Sweden

Stacy Conlon, Founder & CEO, The Zen Media Group, U.S.

Lori Hutchinson, Founder & Chief Instigator, Hutchinson Consulting, U.S.

Jean-Guy de Gabriac, CEO & Founder, TIP TOUCH International, Belgium

Mary Tabacchi, PhD, Professor, Cornell University, U.S.