



# Fuse

## Q4 October 2011

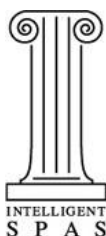
### Message from the Chairman

Dear Friends

The end of the year is upon us, and a lot has happened since our last newsletter. For those that were wondering if they had missed, not to worry – you did not, but we did. We have been emerged in the realities of volunteerism and together with a couple of board changes have not issued FUSE as frequently as we had planned. Still we now seem to be back on track. Our Annual Spa Forum will be held in Mumbai, India from 28<sup>th</sup> - 30<sup>th</sup> March 2012. Details are being finalized with invitations expected to be sent out before the end of the year, so block your calendar accordingly. All details regarding the Forum can be obtained from Samantha Foster at [events@apswc.org](mailto:events@apswc.org)

Andrew Jacka  
Chairman

### APSWC Regional Report



One of the key highlights for delegates attending the APSWC Spa Forum 2012 is the **APSWC Regional Report** covering all 42 Asia Pacific countries, prepared by our Premier Research Partner, Intelligent Spas. This is the second time such an overview of the entire Asia Pacific region has been undertaken, and the first time that India will be included in the report, and we gratefully acknowledge the work and assistance that Intelligent Spas have done in the preparation of this important document. The report will be available to FREE to all APSWC Spa Forum 2012 delegates, or you can purchase it from Intelligent Spas – just visit their website: [www.intelligentspas.com](http://www.intelligentspas.com)

### ON LINE COUPON Websites

What is your opinion on group shopping websites like Groupon, Ensogo or similar from the point of view of furthering your business? If you are willing to share your experience please email Catharine Nicol, Editor-at-Large AsiaSpa [cn@bluincmedia.com](mailto:cn@bluincmedia.com) for an article she is working on for AsiaSpa Magazine

### APSWC Board

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### AsiaSpa Awards 2011

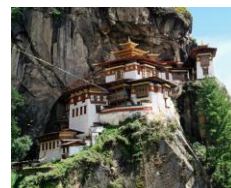


The APSWC has been nominated for this year's AsiaSpa Awards in the categories of: **Spa Association of the Year** and **Spa Event of the Year** – APSWC Spa Forum, Thailand. With over 260 nominations for the 25 categories, the competition is fierce for this much coveted industry accolade – now in its 7<sup>th</sup> year. Winners will be announced on 9<sup>th</sup> November in Hong Kong at an exclusive *by invitation only* event. For a complete list of nominees visit [www.asiaspaawards.com](http://www.asiaspaawards.com)

### APSWC Spa Study Tour - BHUTAN



The APSWC Spa Study Tour to Bhutan was a great success, with over 30 participants from some 15 countries. A huge thanks to Donald Cha for leading the organizing. Also to Druk Air, the Tourism Council of Bhutan and Transcend Travellers for their help and support. For an insight into Bhutan and the Bhutanese Spa industry, please see our article in Spa Business Magazine - Pages 58 - 61: <http://www.spabusiness.com/digital/index1.cf?CFID=80839278&CFTOKEN=84513109>



## REGIONAL NEWS

### Malaysia



Ministry of Tourism  
Malaysia

MALAYSIAN ASSOCIATION OF  
**Wellness & Spa**

Malaysian Association of Wellness & Spa (MAWSPA) has been appointed by the Ministry of Tourism as one of the committee members in the **National Spa Council** and the lead agency for the Research and Development working group under the council. The National Spa Council, under Ministry of Tourism, was set up to steer, facilitate and drive the Malaysian Spa Industry into a preferred spa destination and a major contributor to the national economy. The function of the National Spa council is to develop the Malaysia Spa brand locally and internationally with the goal to promote Malaysia as the wellness destination in the region. MAWSPA was given the honor to head the working group for the Research and Development and have invited several government agencies and private sectors to join the working group committee.

### Philippines



As part of PhilWell's continuing efforts to promote and advocate the practice of HILOT, a two (2) day enhancement workshop was conducted in September at the Department of Tourism Manila. October was busy with an educational visit by the Nippon Spa Association.

#### 1st Central Luzon

# Health & Wellness EXPO

As part of the Philippine's Health and Wellness Tourism Month the **1st Central Luzon Health and Wellness Expo** was held from 14<sup>th</sup> – 16<sup>th</sup> October in Pampanga with the theme: *Linking Health and Wellness to the Regions*. The three (3) day event was to educate, promote and

showcase products and services in the health and wellness industry, and also highlight major trends and the great potential of the health and wellness industry in contributing to the development of the Philippine economy.

### Thailand

Under the Department of Tourism, Ministry of Tourism & Sports, Royal Thai Government, Thailand with ASEAN member states is working on the development of an **ASEAN Spa Standard**.



The standard as part of the ASEAN Tourism Strategic Plan (ATSP) 2011-2015. The objective is to develop an ASEAN Spa Standard with a certification process which will increase the quality of human resources, services and facilities in the ASEAN spa industry, with a unified spa industry agreement across member states. Meetings have already been held in Thailand, Philippines and Brunei with all members providing input on the standard, which is expected to be implemented by 2015.



To ensure provision of an international service offering in keeping with client expectations; SGS (Thailand) Limited

in cooperation with the Thai Spa Association has established a voluntary standard – the **"Thai Spa Excellence Quality Standard™"**. The standard will help Thai Spa operators to define, roll out and monitor the quality and safety performance criteria in five (5) key areas. For more information, visit [www.th.sgs.com/ssc](http://www.th.sgs.com/ssc).

Ms Warapan Tichan, a student of the Sukhothai Commercial School, (Bangkok Health & Services Technological College) was the



kingdoms entrant in the Beauty Therapy section of the **World Skills** competition last month in London. She achieved a Medal of Excellence, to follow on from the Bronze Medal that she received in the **ASEAN Skills** Competition, in late 2010. This was the first time Thailand has participated in this category, made possible with support of the Department of Skill Development, Ministry of Labour and the Beauty Therapy committee.

## Bali

The Bali Spa and Wellness Association held a 2 days seminar, entitled "Nurture, Knowledge & Network IV – Bali Spa and Wellness



International Conference (BSWIC 2011)". This seminar was targeted to the Spa and Wellness community, both within and outside of Bali with the aim to increase knowledge and skills as well as network with a wide group of Wellness professionals.

## Australia



The Australasian Spa Association night of nights, the **Aspa Spas of Excellence Awards** were announced at a Gala Dinner to

held at the conclusion of the Annual Aspa Conference at the Outrigger Resort & Spa Noosa on the 12-14th October 2011. Congratulations to all the winners. For a complete list of winners go to:



[www.aspaassociation.com.au/displaycommon.cfm?an=1&subarticlenbr=73](http://www.aspaassociation.com.au/displaycommon.cfm?an=1&subarticlenbr=73)

## Hawaii

For what many would suggest is the ultimate in indulgence, there is now the ultimate massage – a 20-Hands Duo Massage available at Spa Grande at the Grand Wailea Resort, Maui. Launched in September to celebrate the resorts 20<sup>th</sup> anniversary, the 2 ½ hour experience is for two people being massaged head-to-toe by 20 different hands. At USD2,000 per couple, including taxes and gratuities, is not for everyone. For more details: [www.grandwailea.com/spa-grande](http://www.grandwailea.com/spa-grande)

## Up Coming Industry Events

November 7<sup>th</sup> – 8<sup>th</sup>, 2011, **Sustainable Cosmetics Summit**, Hong Kong [www.sustainablecosmeticssummit.com](http://www.sustainablecosmeticssummit.com)

November 9<sup>th</sup>, 2011 **AsiaSpa Awards**, Hong Kong **(STRICTLY by invitation only)** [www.asiaspaawards.com](http://www.asiaspaawards.com)

November 9<sup>th</sup> – 11<sup>th</sup>, 2011 **Cosmoprof Asia 2011**, Hong Kong [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

March 28<sup>th</sup> – 30<sup>th</sup> 2012. **APSWC Spa Forum**, India [www.apswc.org](http://www.apswc.org)

September 19<sup>th</sup> – 21<sup>st</sup>, 2012 **Pool & Spa Exhibition 2012** Bangkok, Thailand [www.poolspaasia.com](http://www.poolspaasia.com)

## Feedback

If you have any comments or would like to add events, industry updates or industry association news to the next issue of FUSE, please contact us at [info@apswc.org](mailto:info@apswc.org).

## Regional Floods



Floods have ravaged the region in recent months, and people and businesses will be feeling the effects long into the future. This year is seeing some of the most serious flooding ever. Countries such as the Philippines, Thailand, Cambodia, Vietnam & Laos have suffered badly, and while some of these have received broad international media coverage, others have not. Our hearts and prayers go out to all those affected. There are a multitude of organizations working to assist flood victims including the Red Cross, who are happy to accept your donations. Just visit any of the Red Cross websites: [www.redcross.org.ph](http://www.redcross.org.ph), [www.redcross.or.th](http://www.redcross.or.th), [www.redcross.org.kh](http://www.redcross.org.kh), [www.redcross.org.vn](http://www.redcross.org.vn), [www.laoredcross.org.la](http://www.laoredcross.org.la)

