

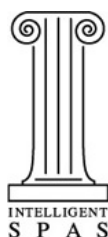


Message from the Chairman

Dear Friends

First quarter is always the busiest time of the year for the APSWC Board, as this is when we go into the final planning stages for our Annual Spa Forum. So if you have not received your invitation, or you do not have the dates of March 23rd – 25th 2011 clearly marked in your calendar, then you may miss out. This year's event is shaping up to be another productive gathering of spa & wellness industry professionals. We have delegates confirmed from Australia, India, Japan, Malaysia, Philippines, Singapore & Thailand, with high expectations all around for Strategic Partnerships & Alliances. All details regarding the 2011 Forum can be obtained from myself at chairman@apswc.org or from Joy Menzies at secretary@apswc.org

Reminder: the deadline for booking (and payments of delegate fees) is 11th March 2011.



One of the key highlights for delegates attending the APSWC Spa Forum 2011 is the inaugural **APSWC Regional Report** covering all 42 Asia Pacific countries, prepared by our Premier Research Partner, Intelligent Spas. This is the first time such an overview of the entire Asia Pacific region has been undertaken, and we gratefully acknowledge the work and assistance that Intelligent Spas have done in the preparation of this groundbreaking report. The report will only be available to those attending the APSWC Spa Forum 2011.

Other highlights of the Spa Forum 2011 will be a presentation of the agenda for the Spa Study Tour 2011. Scheduled to start 27th July in the Kingdom of Bhutan; once known as *Lho Men Jong – the southern land of medicinal herbs*.

Bookings for the Study Tour will be limited, strictly on a 'first come, first served' basis. Booking details will be released at the Forum, but if you would like to express your interest, please send an email to secretary@apswc.org with Spa Study Tour in the subject line, and we will send your details after the Forum.

See you in Phuket!

Andrew Jacka
Chairman



APSWC Board

Executive Directors	Term
Andrew Jacka, Chairman, Thailand	2009/2010*
Joy Menzies, Secretary, Thailand	2010/2011
Edward Wong, Treasurer, Singapore	2009/2010*
Directors	
Samantha Foster, Association Liaison, Australia	2009/2010*
Sharla Charnley, Task Force Liaison, Singapore	2009/2010*
Jacqueline Le Sueur, Education, Singapore	2010/2011
Vacant, Events	2010/2011
Cathy Turvill, Government Liaison, Philippines	2010/2011
Sarah Watterson, Media Liaison, Japan	2010/2011
Jomar Fleras, Resource Acquisitions, Philippines	2009/2010*
Donald Cha, IT Manager, Malaysia	2009/2010*

Call for Nominations

For all board 2009/2010* Board positions these will come to an end in March 2011, and we are calling for nominations for these positions for 2011/2012. Nomination Forms available from secretary@apswc.org or at the Spa Forum 2011. As per our constitution, all except for the Treasurer can be nominated for a new term.

REGIONAL NEWS

Malaysia

Spa Rating by Ministry of Tourism



The Ministry of Tourism in Malaysia is currently finalizing the Guidelines and Criteria for Spa Rating. A 3 day workshop to develop the guidelines and criteria was held in Kuala Lumpur in August 2010. AMSPA represented by our President Datin Ramona Suleiman was invited to share AMSPA's views and recommendations towards the formation of the guidelines and criteria of the Spa Rating.

The Ministry held a briefing and presentation of the guidelines and criteria for the Spa Rating recently in Kuala Lumpur on 28 January 2011. Participants from the workshop and participants from Local Governments, Ministry of Health, Ministry of Human Resource and State Municipalities were invited for the presentation of the brief and later participated in a 'pilot test' (mock spa rating exercise) of the Spa Rating to test the guidelines and criteria set.

Philippines

The Wellness Organization Worldwide has been active in garnering support for the upcoming 2nd Philippine Wellness Congress planned for October 2011 and can include sponsorship from the City of Makati and the Rotary Club.



Recent meetings with the Cebu Health and Wellness council included updates from Department of Health representative Dr Mancao about the DOH order requiring massage therapists to complete the DOH licensure before they can practice massage on the general public.

Bali

In line with recent AsiaSpa awards and Bali being awarded **Asian Spa Capital 2010** the BSWA recently announced and were presented this Award together with the Bali Tourism Board and the PHRI (Hotel Restaurants of Indonesia)



In 2011, Goals for the BSWA include:

- Continuation of the Massage Ladies education workshops in Jimbaran, Kuta, Seminyak and Sanur areas.
- To meet and gather with potential members (hotel's GM, Spa managers, etc.) from Lombok Jakarta and Bandung regions of Indonesia.

Important note: The Bali International Spa and Wellness Expo is rescheduled to March 9-11, 2011 and the location has moved to Sanur Paradise Plaza, Sanur. See Events for full details.

Thailand

The APSWC Spa Forum 2011 will be held at Evasion Phuket 23rd – 25th March. The APSWC gratefully acknowledges the support of the Phuket Spa Association and Sukko Spa, Phuket for hosting the Welcome Cocktail on 23rd March.



Events

February 27th – 28th, 2011, **Professional Beauty**, London, England www.professionalbeauty.co.uk

March 9th – 11th, 2011, **1st Bali International Spa & Wellness Expo**, Sanur, Bali www.biswexpo.com

March 23rd – 25th 2011. **APSWC Spa Forum**, Phuket, Thailand www.apswc.org

April 21st – 23rd, 2011, **ISWEC, Ho Chi Minh City**, Vietnam www.iswec.com

KEMALI BERKUALITAS

visit Indonesia

The Bali International Spa & Wellness Expo is dedicated to delivering a world - class exhibition & events bringing together the greatest quantity & quality of buyers & suppliers to the Indonesia professional Spa & Wellness industries annually

Event Agenda :
 Spa & Wellness Exhibition - 09th - 11th March 2011
 Seminar & workshop - 09th - 10th March 2011
 Gala Dinner - 11th March 2011
 Networking B2B and B2C

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1st bali international spa & wellness expo 2011

March
09th - 11th, 2011

Sanur Paradise Convention Center
Sanur - Bali

Magnificent Production **9**

For Detailed Information
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