

APSWC Round Table

TALKING BUSINESS REALITIES



ASIA PACIFIC

SPA & WELLNESS COALITION

Are you ready to face up to the realities of doing business in a world where wellness is one of the most over marketed words used. The Asia Pacific Spa & Wellness Coalition encourages the spa & wellness community to take ownership and have a voice in our industry's future. This important regional industry event attracts key decision makers to discuss the challenges we face and brainstorm solutions. An unparalleled event that puts you in the driving seat of our industry's future.

1

ROUND TABLE

Exploring the realities of business in a world where wellness is one of the most over marketed words used. This event brings together spa and wellness industry players from across the Asia Pacific to brainstorm industry issues with outcomes recorded in an industry White Paper.

2

APSWC AWARDS

Celebrating the Asia Pacific Spa & Wellness industry with over 30 categories for individuals or companies. Awards presented 24 April, 2026 during the APSWC Round Table in Siem Reap, Cambodia.

3

WELLNESS EXPERIENCE

We are working with the Cambodian Spa & Wellness industry to offer an immersion into the local wellness offering, culture and traditions. Details to be posted on APSWC Social Media platforms or contact info@apswc.org for details.

Annual General Meeting

23 April 2026



RoundTable2026

23-24 April 2026



APSWC Awards

24 April 2026



Wellness Experience (optional)

From 25 April 2026

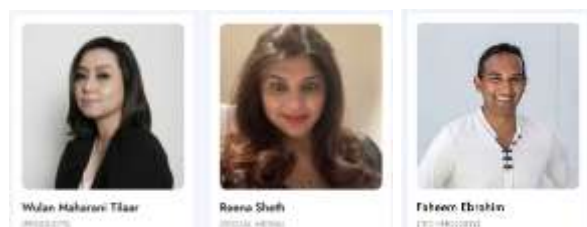
About Us

The Asia Pacific Spa & Wellness Coalition (APSWC) was formed in March '06 – the result of an informal roundtable where 76 industry professionals from across the region gathered in Singapore to map out a development strategy to improve and promote the spa industry for the benefit of all.

APSWC is officially registered as an association in Singapore (July 2007), with the mission to act as a bridging mechanism between countries to promote, protect, educate, and develop the spa & wellness industry in the Asia-Pacific region. For more information visit www.apswc.org

Membership enquiries: member@apswc.org

All other correspondence: info@apswc.org



Andrew Jacka

CHAIRMAN

CHAIRMAN'S MESSAGE

With our fixation of digital devices, "clicks" and "followers" and traditional media sources with "real news" are finding it difficult to break through all the noise of social media posts, citizen journalism, "fake news" and artificial intelligence - the world is rapidly changing. The war-of-words (and actual wars) seem to be more common, unnecessarily raising stress levels when a little less fear mongering or self-interest and some common sense would be better placed to yield results.

The associated stress, despite being unwelcome, is (or should be) an opportunity for our industry and those in it with an open mind to approach the challenges we face and grow our business accordingly. Add to this an evolving awareness off "workplace wellness" our industry has the ability to thrive as we shrug off the trauma of a global pandemic and ongoing geopolitics for a more realistic and sustainable future.

In consideration of this, the APSWC Round Table 2026 addresses some of the challenges, while we as an organization adopt change in our presentation of the event. The 4th APSWC Awards will be presented on the last day of the Round Table, recognizing some of the best of what the Asia Pacific spa & wellness industry offers, further cementing our place on the global stage of spa and wellness.

The year ahead is expected to yield a few obstacles as our new membership model comes into play, and our representation of industry further expands.

I look forward to engaging with you in Cambodia, introducing the new 2026-2028 Board and sharing collective experiences for a brighter future.

Andrew Jacka
Chairman

VENUE



Angkor Grace Wellness Resort

Tui Blue Angkor Grace Wellness Resort, located in Seam Reap, Cambodia, is a luxurious 5-star retreat that seamlessly blends contemporary comfort with traditional Khmer healing practices, the resort features spacious suite equipped with modern amenities, 2 swimming pools, fitness center, Mahalaya Wellness Spa and Wellness programs.

Angkor Grace is offering **special delegates rates**. Contact the resort directly reservation.angkorgrace@tui-blue.com for your accommodation reservation.

ALTERNATIVE ACCOMMODATION There are a multiple accommodation options available in the area with both higher and lower rates, however we do urge you to consider Angkor Grace Wellness Resort to maximize the networking opportunities.

Special accommodation rates @ Angkor Grace Resort for Asia Pacific Spa & Wellness Coalition delegates (per night, single or double occupancy, inc. breakfast)

- One Bedroom Private King Suite USD150 net
- Private Bedroom with private bathroom in a shared apartment USD95 net
- Airport Transfers available - Private USD55 each way / Shared USD20 each way

To book , send email to reservation.angkorgrace@tui-blue.com and quote REF: **APSWC 2026**

Registration

Includes welcome cocktail on 22nd, meeting venue, energy breaks, lunch (23 - 24), and cultural dinner on 23 and Awards dinner on 24. Accommodation is not included in the delegate price.

Type	Early Bird (until 9-Mar-2026)	Regular Price (from 10-Mar-2026)
Delegate Price	USD475	USD575
Member Price	USD375	USD475

REGISTER & PAY ONLINE: www.apswc.org/shop or pay by **BANK TRANSFER:** Transfer to our APSWC Singapore bank

RECEIPTS: Receipts will be issued at the event if requested.

CANCELLATION: Due to APSWC's commitment to the hotel, please note that cancellations are not accepted after 9th March 2025. **No refunds can be given on cancellations notified after this time.**

PROMOTE YOUR BUSINESS

GOODY BAGS

To get your products and services under the radar of some of the leading spa and wellness professionals in the industry, contribute products, vouchers and/or brochures to this year's goody bag. Please contact info@apswc.org to arrange.

AUCTION

Auction items donated to the APSWC will be auctioned off to the highest bidder, by silent auction or auctioneer. All proceeds will go to the APSWC. To donate items (suggested value USD250) please contact info@apswc.org no later than 15th April. Hotel or spa gift vouchers and products must be delivered to the APSWC or the Organizing Committee by 15th April at the latest. Auction items can be purchased by cash, online banking or by cheque drawn on a Singapore Bank account. Payment will be to the APSWC on the day of auction.

APSWC AWARDS 2026

Launched in 2024 the APSWC Awards are held in conjunction with the APSWC Round Table and have quickly grown become a much-anticipated industry showcase of the very best of the Asia Pacific spa & wellness industry.

The spa and wellness industry in Asia Pacific is globally applauded, often receiving international recognition or awards of excellence, and the Asia Pacific Spa & Wellness Awards is already establishing itself as a key region event, by the industry for the industry.

The awards are open to all professional spa & wellness and related businesses in the Asia Pacific region, with a multitude of categories for individuals and companies. Voting is done by the Awards Committee with some categories open to consumer voting.

The awards will be presented at a gala dinner during the APSWC Round Table 2026 in Siem Reap, Cambodia.

JUDGING PANEL

1. Cate Peterson, Strategic Relationship Manager, Soul Advisor Foundation, Australia
2. Steve Andrews, CEO, Soothing Touch + Global Wellness Day Ambassador, Barbados,
3. Dorji Dhradhul, Author, Creativist and Former Director General of Bhutan Tourism. Bhutan
4. Jean-Claude Dhuez, President, Cambodian Spa & Wellness Association (CSWA), Cambodia

5. Debra Sadranu, Managing Director, Essence of Fiji / Nama Fiji / Spa Academy Fiji
6. Carmen Lam, Consultant, Crixx & Co Limited Management Consultant, Hong Kong SAR
7. Dr László Puczkó PhD MA MSc CMC, CEO, HTWWLife, Hungary
8. Parineeta Sethi, Chief Editor & Publisher, Pinnacle-Connect LLP, India
9. I Gade Nyaman Indra Prabawa (Pak Ignip), Chairman, Bali Spa and Wellness Association (BSWA), Indonesia
10. Dr. Lianywati Batihalm, President, Indonesian Spa & Wellness Association (ASPI), Indonesia
11. Tomoaki Okada, Head Director, Japan Spa & Wellness Tourism Association (JSWT), Japan
12. Cintia Martins, Global Wellness Day Ambassador, Macau
13. Selinastein Mohd. Rashid, President, Association of Malaysian Spas (AMSPA), Malaysia
14. Su En Karn, Global Wellness Day Ambassador, Malaysia
15. Ainee Cha, Global Wellness Day Ambassador, Nepal
16. Ana Crawford, Managing Director, Spa Evolution Limited, New Zealand
17. Vikki Aquino, Global Wellness Day Ambassador, The Philippines
18. Catherine Turvil, President, Wellness Tourism Association of the Philippines (WeTAP), The Philippines
19. Edward Wong, President, Specialists in Wellness Association Singapore (SWAS), Singapore
20. Suzanne Ng, Senior Lecturer, Republic Polytechnic, Singapore
21. Marisa Dimitriadis, Founder, The Spa Consultants: Wellness Professionals Club, South Africa
22. Shenyn Wang, President, Taiwan Spa Association, Taiwan
23. Sunai Wachirawarakarn, President, Thai Spa Association (TSPA), Thailand
24. Sabina Ahuja, Founder, Journey to Love Co., Ltd., Thailand
25. Imene Trabelsi Trigui, PhD, Tunisian Ambassador, World Spa Organisation; Professor of Marketing, The University of Sfax (FSEGS), Tunisia
26. Lucy Brialey, CEO, Sustainable Wellness Group; Vitalis Capital Ltd., United Kingdom
27. Emilie Chanon, Wellness Development Director & Partner, Lumina Wellbeing, Vietnam

PRE_ROUND TABLE ACTIVITIES

WEDNESDAY 22 APRIL

APSWC Annual General Meeting

For APSWC Members ONLY. The Annual General Meeting (AGM) is an opportunity to hear firsthand what the APSWC Board has been doing for members this past year and hold them accountable for their actions and vote to elect new board members for those who are retiring or have completed their term.

TIME 14.00-16:00 (registration from 14.00-14.15)

VENUE Ahara Room or ONLINE

DRESS CODE Neat casual

APSWC MINGLE

For delegates arriving early, this is an informal precursor to the APSWC Round Table and an opportunity to catch up with colleagues, or even open potential doors of business. Reservation essential. Number is strictly limited.

RESORT GUIDED TOUR: 16:15-17:00 – Free of Charge

PRICE Delegates – free of charge
Guests: USD60 per pax (pay at the door)

TIME Registration opens 17.00
Cocktails 17.30 – 20.00

VENUE Angkor Grace Wellness Resort, Siem Reap

DRESS CODE Athleisure

WHITE PAPER

The APSWC White Paper seeks to be an authoritative report or guide designed to inform readers about industry issues with APSWC's members, collective philosophy and (improved) solutions. It is penned from the comment and input of industry leaders at APSWC's annual Round Table and is targeted to help all stakeholders including both industry and government to understand an issue, solve a problem, or make a decision.

APSWC ROUND TABLE 2026

DAY 1 - THURSDAY 23 APRIL

VENUE: Angkor Grace Wellness Resort, Siam Reap, Cambodia

Master of Ceremonies: Cybille Barcebal, Corp. Wellness Manager, Araw Hospitality Group, Inc. The Philippines

White Paper Coordinator: Phattiraporn Khiewsanun, APSWC Executive Director

07.00 Kun Khmer Martial Art (Optional) venue: Meru Gym

08.30 Registration & Silent Auction, venue: Naga Hall

08.45 Opening Remarks & Expectations

Andrew Jacka, APSWC Chairman

09.00 Briefing 1 & Round Table discussions:

Let The President Speak

Wellness is evolving, and we no longer have the spa industry events where stakeholders could network, discuss local issues and learn from the experience of others. The APSWC introduces the Presidents' Speak, a Round Table session where our presidents and key industry leaders are invited to give a spa & wellness industry update for their country, including providing insights into local business levels, changing consumer demands, local regulations, and more.

Proposed Facilitator: *Melinda Yon*, Beyond Consulting Services, Singapore

Presenter: *Association Presidents, and Key Industry Leaders*

10.30 Energy Break, Rear of Naga Hall

11.20 Table Review & White Paper standouts

13.00 Lunch

14:30 Walking the Talk with Wellness

14.45 Briefing 2 & Round Table discussions:

Making the Algorithms work for you!

Using specific, measurable metrics in business to track progress and make informed decisions makes sense, or does it? Why are we seemingly so afraid of Key Performance Indicators and using the easily accessible and cost effective data they provide and turn it into valuable scheduling and monitoring tools for better management of our business

Facilitator: *Reena Sheth*, Founder, Gaiia Consulting, India,

Presenter: *TBA*

16.00 Energy break

16.45 Table Review & White Paper standouts

18.00 **Cultural Dinner:** A sensory journey through Cambodian flavors, music, and tradition under the stars.

APSWC ROUND TABLE 2026

DAY 2 - FRIDAY 24 APRIL

- 07.00 Kun Khmer Martial Art (Optional / Meru Gym)
- 08.30 Registration
- 08.45 Silent Auction
- 08.55 Day 1 Recap
- 09.15 Walking the Talk with Wellness
- 09.30 Briefing 3 & Round Table discussions

Rethinking success: Getting In or getting out?

What should the entrepreneurs be focusing on?

The business narrative and endless buzz around startups, accelerators, and seed funding to the high-stakes jargon of IPOs, franchises, and exit strategies, the world of entrepreneurship is filled with noise, and can be daunting for any spa and wellness operator, just looking to make an impact. The noise, when coupled with investor expectations, market disruptions, and the pressure to scale fast, and it all can become overwhelming.

Facilitator: [Faheem Ebrahim](#), Founder, Craft CI, Hong Kong

Presenter: [Cassandra Carey](#), Co-founder of Inu8; Director, Beylix Capital, Australia

- 10.30 Wellness break
- 11.15 Table Review & White Paper standouts
- 12.15 Lunch, Ahara Room
- 13.45 Walking the Talk with Wellness
- 14.00 Briefing 4 & Round Table discussions

Turning Data into Actionable Insights for Smarter Growths

Using specific, measurable metrics in business to track progress and make informed decisions makes sense, or does it? Why are we seemingly so afraid of Key Performance Indicators and using the easily accessible and cost-effective data they provide and turn it into valuable scheduling and monitoring tools for better management of our business?

Facilitator: [Ellen Yap](#), Director of Spa, The Singapore EDITION Hotel, Singapore

Presenter: [Arkadiusz Paszkowski](#), Spa Operations (excluding China), Marriott International

- 15.30 Energy break
- 16:00 Table Review & White Paper standouts
- 16.45 Auction Action
- 17.00 Round Table 2027 presentation
- 17.10 Wrap up and close
- 18.30 Awards Registration & Welcome Drinks
- 19.00 APSWC Awards 2026 – additional tickets available @ USD85 for guests and non delegates

Disclaimer: While every effort will be given to ensure the presenters as listed are present, the organizers reserve the right to amend the agenda or change speakers without notice. If we need to change, every effort will be made to secure a replacement of equal or greater caliber.

Sponsorship Opportunities



- Logo added to category name as sponsor on all collaterals (printed and online). o two (2) APSWC social media posts announcing the sponsorship.
- Acknowledgement during the event.
- Acknowledgement in post event media release of winner names
- One (1) complimentary ticket to awards night on 21-Mar 2024, The Salil Riverside, Bangkok.
- One (1) complimentary 1/2 page advertisement in APSWC e-magazine issue of choice (value USD350)

APSWC Round Table 2026

No. available 8 only

PRICE	Silver	Gold	Platinum
	USD1,000	USD4,000	USD7,500
No. Available	5	2	1
Logo added to marketing collaterals	Small logo	Medium logo	Large logo
Logo displayed on backdrop during event	Yes	Yes	Yes
Complimentary membership to APSWC (1 year)	1	1	1
Social Media posts by APSWC announcing sponsorship (pre and post Round Table)	1	3	5
Promotional social media posts from sponsor on APSWC social media platform of choice (FB/IG/LinkedIn)	0	1	2
Interview for APSWC YouTube Channel (15mins)	0	0	1
Complimentary APSWC Round Table tickets	1	2	3
Display Table/Area @ Round Table (2sqm)	0	Yes	Yes
e-magazine advertising (artwork to be provided)	1 x ½ page (value \$360)	4 x ½ page (value \$1,120)	1 cover page (value \$625) 4 x full page (value \$1,600)
e-magazine articles (text to be provided)	0	1	2
APSWC website home page advertising (300x250)	0	0	12 months (value \$5,040)
APSWC website advertising – not home page (300 x 400)	0	6 months (value \$1785)	0

*Customised sponsorship packages available. Contact chairman@apswc.org to discuss your requirements.

APSWC Industry White Paper

No. Available 1 @ USD5,000

- ½ page advertising in White Paper (APSWC website and distributed globally)
- two (2) APSWC social media posts announcing the sponsorship.
- acknowledgement during the Round Table.

APSWC Trophy Sponsor

No. Available 1 @ USD1,000

- Sponsor's logo on the APSWC trophy*
 - one (1) complimentary ticket to awards dinner 2026
- *sponsorship to be paid before trophy production.

To avail of sponsorship opportunities with the Asia Pacific Spa & Wellness Coalition (APSWC), **contact** chairman@apswc.org or treasurer@apswc.org

CAMBODIAN WELLNESS EXPERIENCE (OPTIONAL)

SATURDAY 26 April

Price:

As an optional add-on, delegates of the APSWC Round Table can extend their wellness trip in Cambodia with an optional package to experience the local wellness, culture and traditions of this rapidly emerging country. More info contact please visit APSWC social media pages (FB/IG/LinkedIn) or contact info@apswc.org

With 'special thank you' to our sponsors, partners, and supporters

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