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Show Manager



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Education • Standards • Innovation

Gain access to this lucrative market
and unlock a world of opportunities

World Spa & Well-being Convention 2013

18 - 21 September 2013
Hall 4, IMPACT Exhibition Center
Bangkok, Thailand

www.worldspawellbeing.com



World Spa & Well-being 2013 Post Show Report



Supporting Associations



Partner's Exhibition



SPA&WELLNESS JAPAN 2013
スパ&ウェルネス ジャパン 2013



World Spa & Well-being
Convention
2013

World Spa & Well-being Convention 2013 (Wswc 2013) The Grand Exhibition on Spa Products and Innovation in Thailand

WSWC 2013 – the convention that showcases the world of spa products and innovations, under the concept of “Education, Standards & Innovation: A Professional Platform for the Spa & Well-being Industry held in Thailand to announce its position as the world hub has ended successfully on a high note. WSWC 2013 held from 18th - 21st September, 2013 at Hall 4, IMPACT Exhibition and Convention Center, Bangkok, Thailand summed up with the immense support from government agencies including the Department of Tourism under the Ministry of Tourism and Sports; the Department of International Trade Promotion under the Ministry of Commerce; Tourism Authority of Thailand (TAT); Thailand Convention and Exhibition Bureau (Public Organisation) (TCEB); and many more.

WSWC 2013 showcased over 500 brands from 226 companies worldwide occupying a total area of 5,000 sq.m. Over the 4 days, some 9,967 visitors attended the event out of which 1,079 were overseas visitors from 34 countries such as Thailand, Australia, Cambodia, China, German, Hong Kong, Indonesia, Japan, Taiwan, Vietnam and many more. Thailand is considered a hub of the world's spa and health tourism. Given this advantage, our neighboring countries are currently seeking for new business opportunities from this fast growing industry in the kingdom and the show has proved to be a benchmark for providing the best opportunity to explore these issues through fruitful interaction with the industry professionals.



Leading Brands

The mega event succeeded in bringing together industry stalwarts and competitive companies from different segments on one common platform. Some of the leading brands of the industry that participated in the show:

ALODIA, ALPHA INDUSTRIES, BENCH THAILAND, BIONIVA WELLNESS INTL SDN BHD, BURAPHA RATTAYA, CHIVASOM, CLUB OF WELLNESS, CONIMEX, COSMO FOCUS, COSMO PROFIT ITALY, DASY DESIGN, DERMASCENT, DIVA SUPPLY, DOCTOR'S KITS, DOI NUM SUB, EKACHAI HOSPITAL, HIGARD GROUP, HOME HUG HOM, IBS BEAUTY, ICAA-MIJU AROMA, INDRAJID, ISPA PRODUCT, ITALIAN LOUNGE, KOVIC KATE, LAPONIE, LAVANTE, LILY AETHETIC, LUXSA SPA, MAJESTY SPA, MAKE SCENTS, MASGAYA, MDR THAILAND, MEDISIS, MEGA WECARE, NARULA NOWOVEN, OASIS SPA, PATTRENA, PREMA CARE, PURI, Q COSNET, RICHIE NATURAL OIL, ROYAL PROJECT, SALUS PER CRYSTAL, SEIKI SLIMMING, SLIMMER WORLD, SLIMMING PLUS, SMALL AND MEDIUM ENTERPRISES PROMOTION, ST. CALOS, SUGAVIA, THAI HERBAL BALL KP SIAM TOP PRODUCT, THAI TRADITIONAL MEDICINE PROGRAM RU, THAILAND INSTITUTE OF NUCLEAR TECHNOLOGY, TIGER EYES, TOR TUA THAI, TRUE VISION, TSWA 2012 WINERS, VACATION VILLAGE, VIVALDI, WAT PHO, WELLNESS PRODUCT ASIA, WHITE ELEPHANT and many more.



Inauguration

Regarded as a prominent show of **Spa & Well-being industry, WSWC 2013 co-organized by Thai Spa Association and IMPACT Exhibition Management Co., Ltd.** Mr. Andrew Jacka, Chairman, World Spa & Well-being Convention 2013 said "We the organizers – the WSWC Committee and the IMPACT Exhibition Management continue to push boundaries to bring to you the very best that the industry deserves. With limited budgets, making this event the regional event for the spa & well-being industry – as can clearly be seen by the international support that we receive, is challenge which all revel. In addition to our main WSWC Sponsors – the Ministry of Tourism & Sports and the Department of International Trade Promotion there are many others from across the region and around the world including the Armenian Spa Association, the Australasian Spa Association, the China National Spa Association, the Caribbean Spa & Wellness Association and our returning Media Partners, especially AsiaSpa Magazine – the leading regional Spa industry publication and Leisure Media UK, arguably the leading global spa industry media organization who make this into the 'world event' which it is."

Mr. Krod Rojanastien, President, Thai Spa Association added that "Thai spa business has enjoyed growth incessantly with the rate of 5-6% per year, generating over 15,000-16,000 million baht of income. 80% of customers are foreign tourists. The World Spa & Well-being Convention 2012 was concluded as a great success with over 4,600 visitors recorded from 37 countries, showcasing spa business innovations in more than 90 booths of exhibitors from across the globe. This has proved Thailand's potential as an export hub and global leader of spa business. In organizing the event this year, Thai Spa Association aims to further promote Thailand's image in the world's spa markets as the hub of spa business that focuses on services standard and quality by upgrading quality and standards of services and innovation through the quality of entrepreneurs and suppliers. Also, this could be a good opportunity for interested public and entrepreneurs to build business network which will be a new benchmark for industry strengthening. We expect to welcome over 8,000 visitors especially from Armenia, Australia, China, England, Hong Kong, Indonesia, Japan, Malaysia, Singapore, Taiwan and Caribbean islands".

The expo is critically supported by various government sectors and related associations including Department of Tourism, Ministry of Tourism and Sports; Department of International Trade Promotion; Department of Health Service Support, Ministry of Public Health; Thailand Convention and Exhibition Bureau (TCEB); Tourism Authority of Thailand; Tourism Council of Thailand; Association of Malaysian Spas; Asia Pacific Spa Wellness Coalition; Armenian Spa Association; Australasian Spa Association; Caribbean Spa & Wellness Association; China National Spa Association; Indian Spa and Wellness Association; Korean Spa Society; Malaysian Association of Wellness & Spa; Nippon Spa Association; Spa Association Singapore; Spa & Wellness Association Singapore; Thai Cosmetic Manufacturers Association; The Cosmetic & Perfumery Association of Hong Kong Ltd; Tourism Technology Association; The Yunnan Spa & Hot Springs Association

Key Dignitaries present at the Inauguration of WSWC 2013

1. Mr. Varathep Rattanakorn, Prime Minister's Office Minister and Minister of Agriculture and Cooperatives
2. Mr. Pasit Pumchoossee, Deputy Director-General of Department of Tourism, Ministry of Tourism and Sports
3. Ms. Jatuporn Wattanasuwan, the Office of Services Trade and Trade Logistics Director, International Trade Promotion Department, Ministry of Commerce
4. Ms. Jaruwan Suwannasat, Director of International Exhibition and Events Department, Thailand Convention and Exhibition Bureau
5. Mr. Krod Rojanastien, President, Thai Spa Association
6. Mr. Andrew Jacka, Chairman, World Spa & Well-being Convention

Emerging Education, Standards & Innovation

WSWC 2013 show floor became an attractive arena with a display of a wide range of products / services which showcase the education, standards & innovation in the exhibition and this include Spa Operators, Medical, Fitness & Wellness Services, Spa Product Suppliers, Spa Equipment & Accessory Suppliers, Certified Natural & Organic Product Suppliers, Thai Brands with International Stores, Beauty Products & Equipment Suppliers, O.E.M's, Packaging Companies, Spa Education Centers / Spa Schools, Spa & Well-Being Book Sellers, Architects & Interior Designers, Spa Management Firms, Spa Consultant and etc.

Distinguished Delegates

The show had a concurrent congress and workshops such as the World Spa & Well-being Congress 2013, Global Wellness Tourism Workshop 2013, Hot Spring Workshop and Forum 2013 and many more. Ten renowned technical experts and industry professionals from around the world shared their experience of the latest spa innovation and technologies, the most updated techniques and practice standards in spa therapy as well as recent developments in equipment and facilities management during the event.

Other special highlights at WSWC 2013 include Elemental Registration, an Education Village, a Spa Concierge, the World Spa Pavilion as well as the Business Matching activities.

Country Visitor Delegations

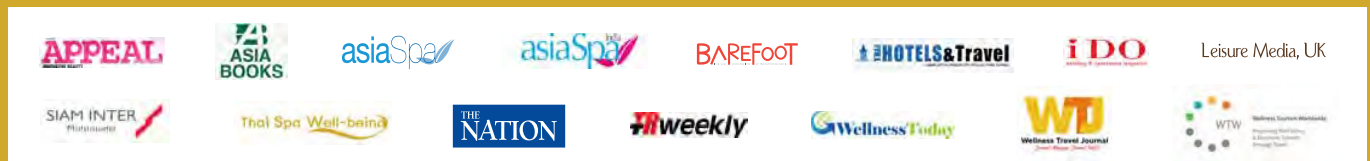
The expo also hosted delegations from 34 countries such as Thailand, Australia, Cambodia, China, German, Hong Kong, Indonesia, Japan, Taiwan, Vietnam and more. These delegations comprise of top industry leaders that were looking for opportunities for joint ventures & exploring new suppliers and purchasing products and services for their business.



Show Promotion

The premium event was publicized in a big way by exploiting all the possible mediums of advertising. TV, Radio, Printed Material, Banners, and Internet were used to create high visibility among people. To grab the attention of international clients and potential buyers, internet marketing was done using email blast, direct mail, website, facebook and web links. Telemarketing and international industry exhibition cross promotion were other modes that were used to bring the mega event into the limelight.

Media Coverage



Promotion through Supporting Associations



Radio Commercial Spots :

FM 103.5 (FM One) /
FM 106.5 (Green Wave)



Tie In : Channel 3 (Poo Ying Teung Poo Ying)



TV Clipping :



PR Scoop : Voice TV



Newspaper Advertising : Bangkok Post / The Nation / Krungthep Turakij / Thai Rath / The Saigon Times



News Clippings :



Website



Facebook



SPONSORS AND SUPPORTERS

The Thai Spa Association would like to thank the following sponsors and supporters of the World Spa & Well-being Convention 2013.

Organizer



Show Manager



Sponsor



Supporters



Supporting Associations



Partner's Exhibition



SPA&WELLNESS JAPAN 2013

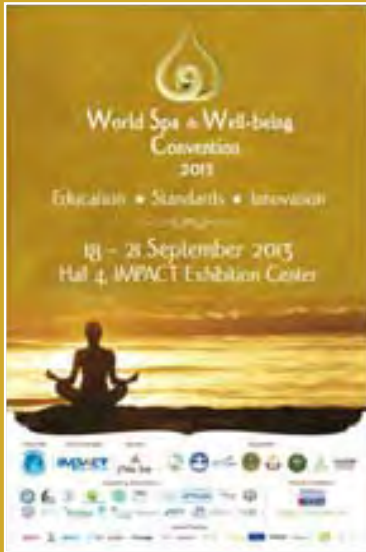
スパ&ウェルネス ジャパン 2013

Media Partners



Billboard

Media Road Show



Email & Fax Campaign : Email and Fax Campaign were another channel to reach targeted exhibitors and visitors with constant industry news and show updates.

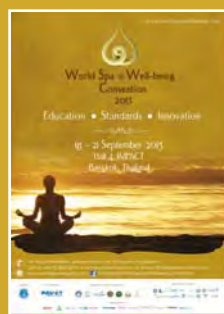
Show Update



Leaflet



Poster



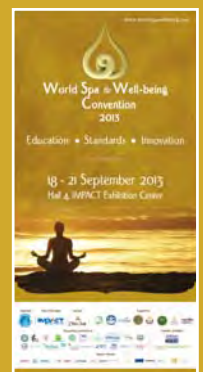
Show Directory



Roll up Banner



Signage



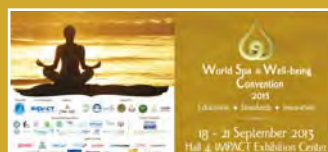
Lollipop



Billboard (Chaengwattana Rd.)



Hall Banner



Registration Banner

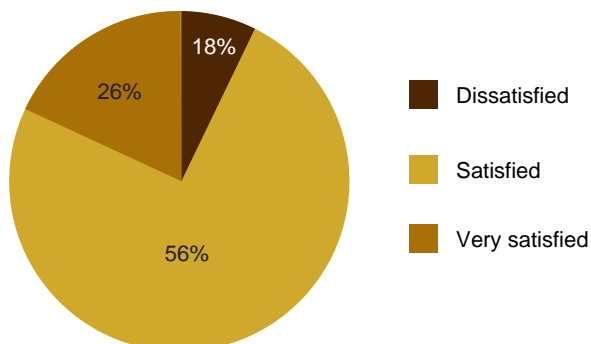


Shuttle Bus

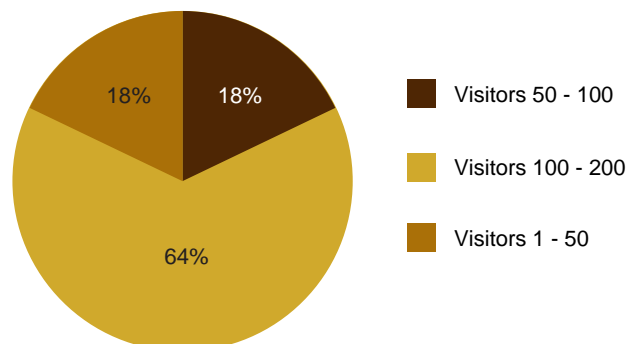


Exhibitors : Statistics & Analysis

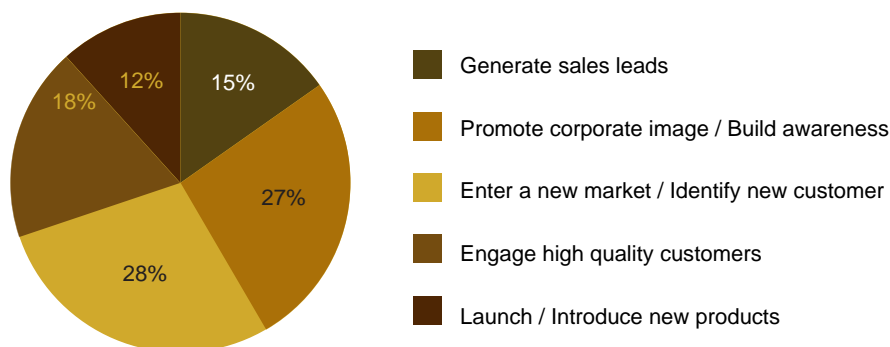
How satisfied were you exhibiting at the World Spa & Well-being Convention 2013?



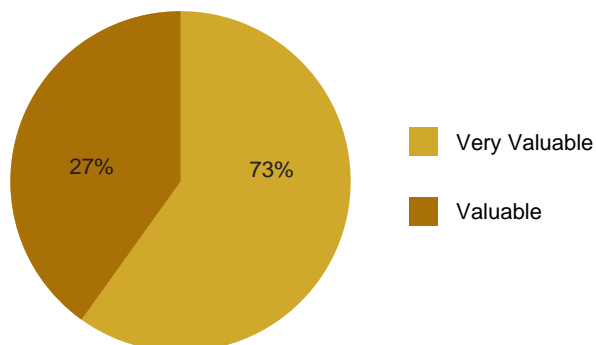
How many visitors have visited your stand? (Please estimate)



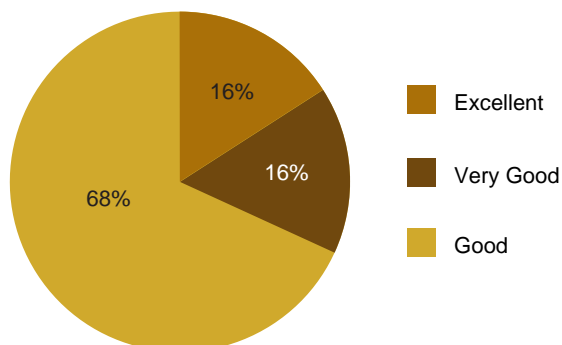
What were your primary reasons for exhibiting? (You can choose more than 1)



How valuable is this show as a tool in reaching your customers?



How do you rate the quality of the visitors at your stand?



Show Highlights

Exhibitor Participation

An overwhelming number of 95 exhibitors participated in the show wherein 82 Thai companies and 13 foreign companies showcased their latest products & innovations at the World Spa & Well-being Convention 2013 and received tremendous response from the visitors. The expo attracted vast participation from well-known and competitive companies with international participation from Singapore, Malaysia, Japan, Korea, Italy, France and more.

Education Village

Education Village @ The World & Spa Well-Being Convention 2013 is simply the place to be for all professionals in the spa and well being industry! For a moment of pleasure, relaxation, culinary, knowledge and curiosity. This area is dedicated to so many activities covering numerous subjects regarding SPA and wellness!



List of Exhibitors 2013

- Alodia
- AsiaSpa Magazine
- Alpha Industries
- Atitta Publication
- Bank of Ayudhya
- Bench Thailand
- Bioniva Wellness Intl Sdn Bhd
- Burapha Ratthaya
- Chivasom
- Club Of Wellness
- Conimex
- Cosmo focus
- Cosmo profit Italy
- Creative World Co., Ltd.
- Dasy Design
- Derascent
- Diva supply
- Doctor's kits
- Doi Num Sub
- Ekachai Hospital
- Green World Publication Co., Ltd.
- Higard Group
- Home hug hom
- I Plus Q
- IBS beauty
- ICAA-Miju aroma
- Indrajid
- Ispa product
- Italian lounge
- Kovic kate
- Laponie
- Lavante
- Lily Aethetic
- Luxsa spa
- Majesty Spa
- Make scents
- Masgaya
- MDR Thailand Co.,Ltd.
- Medisis
- Mega Wecare
- MOPH
- Narula Nowoven
- Oasis spa
- Pattrena
- Prema care
- Puri Co.,Ltd
- Q cosnet Co., Ltd.
- Richie Natural Oil
- Ross Publishing Ltd.
- Royal Project
- Salus per crystal
- Seiki slimming
- Slimmer world
- Slimming plus
- Small and medium enterprises promotion
- St. calos
- Sugavia
- Thai herbal ball KP Siam top product
- Thai traditional medicine Program RU
- Thailand Institute of nuclear technology
- The Nation Group
- Tiger Eyes
- Tor Tua Thai
- True vision
- TSWA 2012 WINERS
- Vacation Village
- Vivaldi
- Wat pho
- Wellness product asia
- White Elephant

Some of the BIG BRANDS in the 2013 Edition

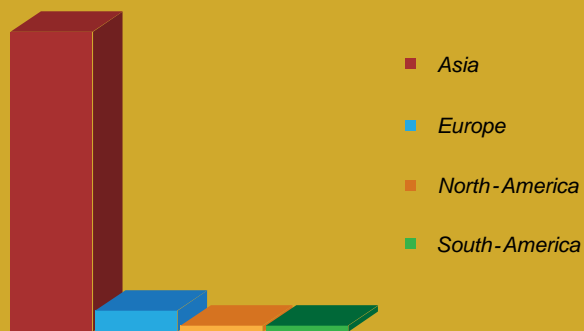


Visitors : Statistics & Analysis

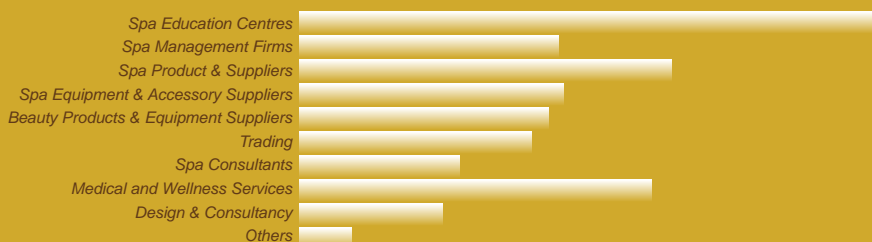
The expo attracted more than 9,967 visitors out of which 1,079 were overseas visitors from 34 countries. The visitor profile included many segments such as Spa Operators, Medical, Fitness & Wellness Services, Spa Product Suppliers, Spa Equipment & Accessory Suppliers, Certified Natural & Organic Product Suppliers, Thai Brands with International Stores, Beauty Products & Equipment Suppliers, O.E.M's, Packaging Companies, Spa Education Centers / Spa Schools, Spa & Well-Being Book Sellers, Architects & Interior Designers, Spa Management Firms, Spa Consultant.

89% of the visitors were from Thailand and 11% of visitors were from 34 countries including Armenia, Australia, Bahrain, Belgium, Cambodia, China, Costa Rica, Finland, Germany, Ghana, Hong Kong, India, Indonesia, Japan, Jordan, Kazakhstan, Korea South Republic (The), Laos, Macao, Malaysia, Mexico, Myanmar, Netherlands (The), Philippines, Russia, Singapore, Sri Lanka, Switzerland, Taiwan, Thailand, U.A.E, U.S.A, United Kingdom, Vietnam.

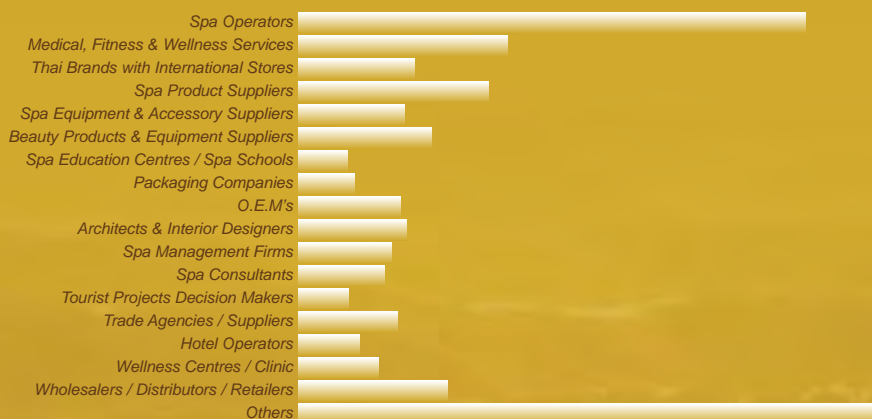
Overall Visitors Breakdown by Continent



Overall Visitors Classified by Product Interest



Overall Visitors Classified by Industry Segment



Overall Visitors Classified by Position



Overall Visitors Classified by Purchasing / Sourcing Budget









New Products
A Organics

MAIPO THAI TRADITIONAL
MEDICAL SCIENCE

World Spa & Wellness
Education

World Spa & Wellness
Education



High Quality Futuristic Spa Products on Display



I Plus Q

Inspired by the THERAPEUTIC power of NATURE, we are committed to carefully craft the professional spa product collection "SECRET ELEMENTS", incorporating the healing art of Oriental Remedies and infused with Classical Aromatherapy in its PUREST possible FORM for the ULTIMATE SPA TREATMENT EXPERIENCE.



Puri Alchemy

Creating infinite possibilities from the finest ingredients. As one of Thailand's leading luxury spa and aromatherapy products companies, Puri Alchemy Company Limited offers premium-quality, profession-sized natural spa products and luxury hotel amenities based on a wide range of healing Eastern botanical ingredients. Established in 2008, Puri Alchemy uses the finest ingredients to offer the highest quality possible and views customer satisfaction as their number-one priority. With their own base of production and laboratory, Puri Alchemy's qualified team of R&D and operations experts makes sure everything is produced to the most stringent of standards and has attained GMP (Good Manufacturing Practice) accreditation by the Food And Drug Administration, Ministry of Public Health, Thailand. As part of its commitment to nature, all products manufactured by Puri Alchemy factory are not tested on animals and are free from paraben preservatives, SLS, synthetic fragrances and mineral oil.



Make Scents

Make Scents was established in April 2000 and now known as one of the best authentic aromatherapy and spa professional products from Thailand. We've been successfully supplying to the top prestigious spas in Thailand and Asia and expanding to Middle East and Europe. All of our products are based on natural ingredients using local organic oils, natural extracts from Thailand, blending with natural ingredients sourced around the world to produce our products range to meet the customers' satisfactions. 100% natural massage oils, pure essential oils and blends, body scrub & wrap; hydrotherapy bath and milk, body wash & lotion, etc. A variety of existing formulations is ready to be selected; customs blends and private labels service are also offered. AKA the oriental wellness of creation with love and passion in natural therapy and ancient wisdom, the line includes certified natural and organic professional and retail spa products. Himalayan Salt Cave and salt therapy products enhance the line for better health & well-being.



Chivasom

Chiva-Som is a luxury health resort, combining international standards with Thai hospitality to deliver personal wellness programmes in a non regimented way. Everything we do focuses on a holistic approach to health that incorporates mind, body and spirit.



Giffarine

PATTRENA natural products are made of purified natural extracts that are well selected from all over the globe for their utmost benefits and standardized through advanced scientific technology to assure their remarkable qualities. We continually perform the products test for research and development at every stage of our manufacture to guarantee the best quality and most importantly, our high concern about customers' safety and the environmental conservation. PATTRENA natural products are manufactured by our factory which is accredited by many standardized certificates that guarantees our prim quality products.

- The first in Thailand's cosmetics industry to receive the ISO 9001:2008 certificate from Bureau Veritas
- ISO 14001:2004
- Good Manufacturing Practice (GMP) accreditation by the Food and Drug Administration, Minister of Public Health
- Thai Quality Herbal Plants Award from the Medical Science Department, the Ministry of Public Health
- Accredited Laboratory Complying with the ISO/IEC 17025 which met the requirement of Department of Medical Science
- PM Award 2005: The Best Exporter
- PM Award 2010: Thai Owned Brand



Medicos Co., Ltd.

Launched in 1979, Medicos Co., Ltd. is a Thai manufacturer and distributor for cosmetic products, spa absolutely served for the need of the users, the company has fully exerted to research and develop through all production steps. Therefore all products are recognized for their identity, diversity, suitableness and definitely the quality that conformed to the international standard.

With the proficient experience more than 26 years, all Medicos's products, branded Newsky, Watapo, Benaquin and Lamenette are worldwide acknowledged and being utilized in various countries, eg. Japan, Netherland, German and Japan. etc.

From starting till present, we still persist to maintain for the best standard and quality and to hold on developing for new products, That is fitting on our motto- "MEDICOS FEELING OF QUALITY"

Exhibitors Testimonials



Club of Wellness

Ms. Emma Janyaporn, Co – Partner

"I'm delighted to join this exhibition and our company has gotten many potential customers for our products."



Puri Co., Ltd.

Ms. Sharon Kaserer, Marketing Executive

"The show has improved very much from the first edition, keep up the good work!"



Salus Per Cystal

Ms. Tanya Ha, Communication MGR

"The quality of the show is excellent and is representative of the Spa & Well-Being industry."



Make Scents

Ms. Suwanna Ratanastian, Director of Make Scents

"We're happy with the show as we had a lot of visitors who became our new customers! There are many quality visitors. We hope more exhibitors will join us in the next edition to make this show even more successful."



Congress, Seminar & Workshop

World Spa & Well-being Congress 2013

The two-day congress event welcomes ten renowned technical experts and industry professionals from around the world that will be providing a wealth of information which is vital to spa industry professionals. The spa industry is reliant upon water, yet we use it in uncontrolled quantities. From life giving to life resonance we will explore the science and artistic merit of water. This is an opportunity to understand how water in all its forms (gas, liquid or solid) is or can be used in the spa and well-being industry.

World Spa & Well-being Congress 2013

Wednesday 18th September 2013 : 12:30 –17:45 hrs.

Thursday 19th September 2013 : 09:00 –17:45 hrs.



Alexander von Hohenegg-Quittek
Spa expert
European Spa Association



Daniel Koeppel
Environmental sustainability expert
Switzerland



William Pye
Famed Water Sculpture Artist
England



Mary Elizabeth Bondu
Hydro-Thermal Spa expert
France



Dr. Karin Lehmann
Thalassotherapy expert
Germany



Pamela Adkins
Industry educator
Japan



Dr. Ramesh Boonratana
Acclaimed educator
Mahidol University
International College, Thailand



Windy Yang
"The Woman in Love with Onsen"



Charlotte Weber
Energy (Vibrational sciences) expert
Thailand



Emer Gannon
Eco Packaging expert
Thailand



World Spa & Well-being Convention Global Wellness Tourism Workshop

In a world which is becoming smaller and the given the more transient nature of its citizens in search of an advanced state of well-being, wellness tourism is growing. Are there opportunities for the tourism industry to tap into, or is Wellness Tourism the only marketing hype?

Hot Spring Workshop

Saturday 21st September 2013 : 08:30-12:00 hrs.



Mr. Preecha Poolphokphol
Vacation Village Group



Windy Yang
Travel Writer and Hot Spring
Culture Promoter
Taiwan



Mr. Yasuaki GOTO
Senior Research Scientist
Onsen Medical Science Research Center
Japan



Parin Poolphokphol
Business Dev. Director
Vacation Village
Thailand



Dr. Adichat Surinkum
Director CCOP Technical Secretariat

CONGRESS RESPONSE

"Medical Tourism / Healthcare Travel Sector Members have to accept that Spa & Wellbeing & Relevant Knowledge & Products are an integrated part of this industry. World Spa & Wellbeing Convention 2013 has become a showcase for such mutual importance. I wait for the time when Medical & Tourism & Spa & Wellbeing sections will share successfully a congress for the public's delight".

Professor Zadok S. Lempert

PhD - President - Panorama-Medica Group Co. Ltd., Bangkok



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About the Organizers



Thai Spa Association - Formed in February 2003, the TSPA has overseen significant growth and development of the Spa industry, and as the kingdom's oldest, largest and most active spa industry association and as of December 2010, represented some 450 spa businesses in 15 countries around the globe.



IMPACT Exhibition Management Co., Ltd. is the leading exhibition organizer in Thailand. IMPACT organizes and manages professional trade and public exhibitions, conferences, meetings and trainings, working in hand with international trade associations, organizers and corporations across a board spectrum of industries.

We create effective market platforms and offer a comprehensive range of turn-key event management solutions ranging from market research, exhibition and visitor promotion and sales, advertising and promotion, public relations, operation to on-site logistic management for exhibitions and conferences of all sizes and industries.



World Spa & Well-being
Convention
2015

We Will Come Back

BIGGER & BETTER for the 3rd edition

22 - 25 January 2015

**Hall 5 - 7, IMPACT Exhibition & Convention Center,
Bangkok, Thailand**





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