



Asia-Pacific Spa Wellness council (APSWC) presents key spa industry topics at the International Spa & Wellness Exhibition (ISWEC) and Conference At the Putra World Trade Centre in Kuala Lumpur on July 15-17.

Kuala Lumpur, Malaysia – The **International Spa & Wellness Exhibition and Conference (ISWEC)**, a leading international exhibition for the spa and wellness business professionals in the region, announced its roster of esteemed speakers, session topics, and panel discussions to be held on July 15 – 17, 2008 at the Putra World Trade Centre in Kuala Lumpur, Malaysia.

The **Asia-Pacific Spa Wellness Council (APSWC)**, a regional body bridging all spa national associations together, has been invited to present key topics to industry professionals and help channel the rapid growth of the spa industry in Malaysia.

Esteemed speakers for the conference include:

- **Samantha Foster** (Chairperson of Asia Pacific Spa & Wellness),
- **Donald Cha** (Project Manager/Spa Operations, Sunway International Hotels & Resorts),
- **Carina Chatlani** (Founder/President of BODY BISTRO Apothecary & Asana Spa),
- **Mary Darling** (Distant Harbor),
- **Brian Hathaway** (Senior Director of Spa Asia Pacific Four Seasons Resorts Bali at Jimbaran Bay & Sayan),
- **Terry Herman** (Management Consultant),
- **Andrew Jacka** (President of Thai Spa Association),
- **Edward Wong** (President of Day Spa Association-Asian Chapter), and
- **Melinda Yon** (Managing Director of 360 Spa Solutions)... just to name a few.

ABOUT THE TOPICS

ISWEC will give industry professionals the opportunity to prepare and learn about such pertinent topics as:

- **Spa SOP**
- **Operating Spas in Malaysia: Challenges & Opportunities**
- **Products & Profit: A Mindful Approach to Retail**
- **Indigenous Healing Therapies**
- **Spa-related Travel: An Update on Emerging Trends**
- **Sustainable practices in spa operations**
- **Marketing Your Spa**
- **What is a Spa?**
- **Emerging Trends of Day Spa**
- **How to Maximize Profits in your spa**

For more information on all speakers and topics presented, visit <http://www.iswec-kl.com/>

ABOUT ASIA-PACIFIC SPA & WELLNESS COUNCIL

The Asia-Pacific Spa & Wellness Council (APSWC) was formed in March '06 – the outcome of an informal roundtable meeting held in Singapore in February '06. The roundtable was initiated by the heads of spa associations with a view to bringing the region together; to identify common problems and opportunities, and find ways to improve the business for all. Asia-Pacific Spa & Wellness Council (APSWC) is a regional body which links the national spa associations of the Asia-Pacific nations. The Council was formed to meet the challenges presented by the evolution and growth of the Asian Pacific spa industry. APSWC now has 17 countries represented, and over 80 people from four continents participating in its Task Forces. APSWC has already been recognized with three industry awards; has attracted interest from many regional organisations, and has generated tremendous goodwill - testimony the time and effort contributed by the Council's many volunteers. For more information www.spawellnesscouncil.com

ABOUT INTERNATIONAL SPA & WELLNESS EXHIBITION AND CONFERENCE (ISWEC):

International Spa & Wellness Exhibition & Conference (ISWEC) is the leading international exhibition in the region of exchanges and business for professionals centred on a common interest: spas and wellness. **ISWEC KL 2008** presents a complete overview of this fast-expanding section and brings the world's leading manufacturers together to introduce their latest products and equipment, discovers the latest trends in beauty and treatments, design, construction and spa management. The spa & wellness industry redefined is a runaway success with unprecedented growth spanning the globe. A multi billion universal market captures the world unprepared, resulting in vague definition and a confused market place. ISWEC 08 KL, conceptualized in fulfilling the gap in providing a platform in information and education in the Asia Pacific region. For more information <http://www.iswec-kl.com/index.html>

CONTACT

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Photos and further details upon request

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