

SPA & HEALTH 2007 Conference Programme

10.00 – 10.30 **Arrival and registration of the delegates**

10.30 – 10.40 **Official opening of the conference “SPA & HEALTH Moscow 2007”**

10.40 – 11.00 **SPA. Wellness. Balneology: General development aspects.**

Speaker: Nadezhda Manshina, “Russian Association for Sanatorium and SPA”, Leading Expert; Medical Center “Medsi”, Head of health tourism department; Moderator of the conference; Russia

11.00 – 11.25 **New trends in the SPA industry: A survey of today and tomorrow.**

Speaker: Petra Wiedmann, “PW Consulting International”, Managing Director, Germany

11.25 – 11.45 **European approach in creating SPA Standards. Criteria and standards in Hungarian wellness hotels.**

Speaker: Andrea Szegedi, “Hungarian Embassy in Russia”, Counsellor, Hungary

11.45 – 12.10 **Health & Spa Tourism Tendencies in Latvia.**

Speaker: Sandra Trupovniece, “Meeting Tour Travel & Spa Consultants”, Head of the SPA project, Latvia

12.10 – 12.30 **Convalescence in urban agglomeration.**

Speakers: Sergej Vinogradov, Health improving complex “Gorodckij Kurort”, Deputy director for treatments, Russia

12.30 – 13.30 **Lunch**

13.30 – 13.55 **SPA Cuisine.**

Speaker: Marina Pazkikh, endocrinologist, “The International Academy of Spa Aesthetics (IASA)”, Coach; “National Guild of SPA Experts”, Chief of training committee; Author of the book “SPA Cuisine”, Russia

13.55 – 14.25 **Treatment abroad – partnership between doctors, touroperators and insurance companies**

Speaker: Ludmilla Kurmacheva, “Medassist”, General Manager, Russia

14.25 – 14.50 **New health methods. The pros and cons of the introduction and provision of sanatorium-resort services under conditions of active SPA Industry development in Russia.**

Speaker: Maria Koval, “Centre of Natural Health Sanitation NaturaMed”, CEO, Russia



14.50 – 15.20 **Is it worth to invest in a SPA center? Financial aspects of an investment in SPA.**

Speaker: Jochen Baumgartner, “ESCC – European SPA Competence Center”, General Manager, Germany

15.30 – 16.00 **Coffee break**

16.00 – 16.25 **How to exceed the clients’ expectations by offering first-class service. Staff in the SPA Industry.**

Speaker: Karen Villarica-Neff, “Mandala Spa Management Services”, General Director; “Spa Association of the Philippines”, Member and Former President, Philippines

16.25 – 16.50 **Health Tourism Domain Integration and the Long Tail**

Speaker: Constantine Constantinides, “healthCare cybernetics”, Chief Executive, Greece

16.50 – 17.20 **Discussion and questions**

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