



**SPA & WELLNESS  
ASSOCIATION OF AFRICA**



# **4<sup>th</sup> ANNUAL SWAA CONFERENCE 2019**

## **SPEAKERS & PROGRAM AGENDA**



5<sup>th</sup>-7<sup>th</sup> September 2019



Sarova Whitesands Resort Beach & Spa, Kenya

- (Pre-Conference Training Events as from September 3<sup>rd</sup>, 2019 - More details on Page 16) -

# 4<sup>th</sup> Annual SWAA Conference 2019

The 4th Annual SWAA Conference focuses on how and what we need to support sustainable wellness in Africa and medical health tourism development. And with it, we will provide you with the information from experts that you can take back to your organization rather than trying to reinvent the wheel. This conference will also connect you with thought leaders who may also have recommendations for you, making travelling to Mombasa-Kenya well worth it.

The not-for-profit Spa & Wellness Association of Africa (SWAA) conference focuses primarily on raising standards, education, fundraising strategies, accreditation and more. It's an important event solely for the valuable information related to the continent's development strategies and growth, that keeps seeing a rise in recent years.

I warmly welcome you to participate in the 4th Annual SWAA Conference 2019.

Sincerely,

**Elaine Okeke-Martin**  
(President)

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Lucerne University of Applied Sciences and Arts



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# THURSDAY SEPTEMBER 5<sup>th</sup>, 2019

## DAY 1: EDUCATION TRAINING DAY

🕒 06:30 - 07:30

- + Sun Rise Walk on the Beach
- + Enjoy Fitness Gym
- + Spa Treatments at Tulia Spa
- + Breakfast at the Pavillion (for Delegates staying at Host Venue)

🕒 08:00 - 08:45 | Registration - Sponsored by **juvenisSpa**

🕒 09:00 - 16:00 | Free Entry to Exhibition Floor, Magharibi

🕒 09:00 - 12:00 📍 Conference Room 1, Fahari

- + SWAA Board of Directors Meeting.
- + Including 1 Hour Session with ECCs, Advisors and Chapter Committee.
- + SWAA Members are welcome to attend as observers.
- + Press Interviews.

🕒 09:00 - 17:00 📍 Conference Room 2, Tamanisha

- + Spa Business Bootcamp ✓ Certified Training

💰 Pre-Paid Course USD 195 🧑‍🎓 Trainer: Lisa Starr

🕒 All Day 📍 Exhibition Floor, Magharibi

- + Nail Treatment Workshop (Free Workshop)

🧑‍🎓 Trainer: Sipporah Winter

🕒 12:00 - 13:00 (1 H) 🍽️ Lunch at The Pavillions Restaurant

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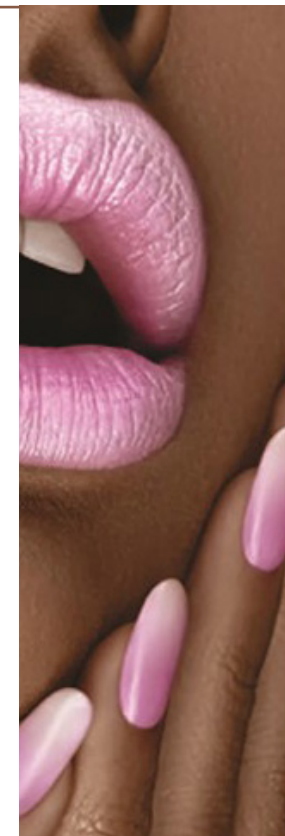
## NAIL TREATMENT WORKSHOP

🕒 13:30 - 17:00 📅 September 6<sup>th</sup> & 7<sup>th</sup>, 2019

- Proper sanitation and disinfection for your safety and your client's safety.
- Product consistency is the key.
- Apply nail forms properly.
- Eliminate lifting, cracking, breaking and yellowing.
- Learn proper application for all LCN gels.
- How to do in-fills.
- How to do LCN nail gel extension with a tip.
- Troubleshooting Q&A.
- How to promote your gel services.
- How to customize each gel polish nail service.
- Evaluate the skin, nail and circulation.
- Safely perform routine foot care.
- Recognize serious warning signs.
- Recommend after-care products.

💬 Contact us on **+254 746 517 871** or [faith@swafrica.org](mailto:faith@swafrica.org) for your bookings.

★ Sponsored by **LCN East Africa**



🕒 09:00 - 17:00 📍 Meeting Point: Reception Area

- + Visit Mombasa Town (For Speakers & Organisers by Kenya Tourism Board)
- + At Leisure Safari with SAROVA

🧑‍🎓 For bookings contact [admin@swafrica.org](mailto:admin@swafrica.org)

🕒 16:00 - 17:00 📍 Meeting Point: Tulia Spa Area

- + Exercise for a minimum of 45 MINS with founder of #365Movement

🧑‍🎓 Founder: Anne-Marie Burugu

🕒 19:00 - 21:00 (2 H) 📍 Dinner at The Pavillions Restaurant / Spa Treatments Tulia Spa (from 20:00)




# FRIDAY SEPTEMBER 6<sup>th</sup>, 2019

## DAY 2 SNAPSHOT

🕒 06:30 - 07:30

- + Sun Rise Walk on the Beach
- + Enjoy Fitness Gym
- + Spa Treatments at Tulia Spa
- + Breakfast at The Pavillion (for Delegates staying at Host Venue)

🕒 07:30 - 08:45 | Registration - Sponsored by 

🕒 08:45 + Welcome & Introduction of Conference Theme

👤 Elaine Okeke-Martin | SWAA President

🕒 08:55 📍 Conference Room 1, Fahari + Welcome to SAROVA

👤 Jimi Kariuki | Managing Director of Sarova Hotels and Resorts, and Chairperson of the Kenya Tourism Board

🕒 08:58 📍 Conference Room 1, Fahari

+ Introduction Special Guests of Honor

👤 Elaine Okeke-Martin | SWAA President

🕒 09:00 - 09:10 (10 MINS) 📍 Conference Room 1, Fahari

- + Steps being made by the Kenyan government and private sectors towards achieving world agendas such as 2030 in medical health tourism.

👤 Industry Remarks: Cabinet Secretary, Ministry of Tourism & Wildlife, Government of Kenya Hon. Najib Balala, EGH

🕒 10:30 📍 Conference Room 1, Fahari

+ Introduction of Speakers

👤 Alison Caroline Ng'ethe | Director, Alison Caroline Institute & Body by Alison

🕒 10:35 - 10:45 (10 MINS) 📍 Conference Room 1, Fahari

+ Medical Health Tourism in Kenya

👤 Cabinet Secretary Health, Kenya

🕒 10:45 - 11:05 (20 MINS) 📍 Conference Room 1, Fahari

- + Is Kenya's tourism sector ready to support medical health tourists?

👤 Betty Radier | CEO, Kenya Tourism Board

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🕒 11:10 - 11:30 (20 MINS) 📍 Conference Room 1, Fahari

- + The global wellness sector is a 4.7 trillion dollar industry today. How wellness and medical health tourism will support countries and their sustainable goals.

👤 1<sup>st</sup> Keynote Speaker: Suki Kalirai | CEO, Infocus & Qi Spa

🕒 11:30 - 12:00 (30 MINS) 📍 Conference Room 1, Fahari

- + The intersection between wellness and medical health tourism

+ 1<sup>st</sup> Panel Talk:

- Ministry of Tourism / KTB
- Cabinet Secretary Health, Kenya
- Suki Kalirai | CEO, Infocus & Qi Spa, United Kingdom
- Lisa Starr | Wynne Business, USA
- Meelan Thondoo | PhD Candidate, Medical Anthropology and Public Health - EU Commission
- Elaine Okeke-Martin | SWAA President, Africa
- Rupert Schmid | CEO, Biologique Recherche, Paris, France

+ Discussion:

The intersection between wellness & medical health tourism:

- Should Africa take in medical tourists when in many cases countries don't have sustainable healthcare for their communities?
- Is life really cheap in Africa? - What steps are being made by governments and private sectors towards achieving world agendas such as 2030 & 2069 in medical health tourism for african countries?
- Will Africa see more wellness tourism and what sustainable preparations are being made?
- The focus on sustainable wellness tourism growth for African leaders today.

👤 Moderator: Naim Maadad | CEO, Gate Hospitality, Dubai UAE



🕒 12:00 - 13:00 (1 H) 🍽️ Lunch at Beach Lawns

🕒 13:00 - 13:30 (30 MINS) 📍 Conference Room 1, Fahari

+ Introduction of Students Challenge 2019 case study by Lucerne University of Science & Arts, Switzerland

👤 Elaine Okeke-Martin

🕒 13:30 - 13:45 (15 MINS) 📍 Conference Room 1, Fahari

+ Project Heading:

Medical tourism structures & technologies available in Africa to public and private sectors to support the 2030 & 2063 agendas.

+ Student Interviewers:

👤 Isabel Roos | ISA Carstens Academy, South Africa

👤 Suki Kalirai | SWAA Senior Board Advisor, United Kingdom

👤 Lisa Starr | Wynne Business, USA

👤 Sonal Uberoi | Spa Balance, SWAA Board of Director, Spain

👤 Elaine Okeke-Martin | SWAA President, Africa

🕒 13:45 - 14:15 (30 MINS) 📍 Conference Room 1, Fahari

+ Update on newest developments in cosmeceuticals and aesthetic procedures.

+ How relevant data can be used to provide personalized treatments?

👤 2<sup>nd</sup> Keynote Speaker: Rupert Schmid  
CEO, Biologique Recherche, Paris, France

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🕒 14:15 - 14:45 (30 MINS) 📍 Conference Room 1, Fahari

+ Wellness and medical aesthetics go hand in hand.

👤 3<sup>rd</sup> Keynote Speaker: Esther Belmaati MD, PhD

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BARE AESTHETICS

🕒 14:45 - 15:00 (15 MINS) 📍 Conference Room 1, Fahari

+ Medical Aesthetics in Africa...Who's interested?

👤 Moderator: Lisa Starr

🕒 14:45 - 15:00 (15 MINS) 📍 Conference Room 1, Fahari

+ 2<sup>nd</sup> Panel Talk:

👤 Esther Belmaati MD, PhD Bare Aesthetics, Copenhagen, Denmark

👤 Dr Pranav Pancholi- Avané Clinic

👤 Isabel Roos - ISA Carstens Academy SA

🕒 15:00 - 15:15 (15 MINS) 📍 Conference Room 1, Fahari

+ Dermal Fillers and Botox

+ Safety Issues

+ Live Demonstrations of Dermal Fillers

+ MD Codes

👤 Moderator: Esther Belmaati MD, PhD Bare Aesthetics Copenhagen, Denmark

★ Demonstrated and Sponsored by 

🕒 15:15 - 15:30 (15 MINS) 🍵 Networking Afternoon Tea Break

📍 Exhibition Floor, Magharibi

Tea by 

★ Sponsored by 

🕒 15:30 - 15:45 (15 MINS) 📍 Conference Room 1, Fahari

+ Developments in Medical Aesthetics Courses at Institutions and The Future

👤 4<sup>th</sup> Keynote Speaker: Isabel Roos | SWAA Board of Director and CEO, ISA Carstens Academy SA



- 🕒 15:45 - 16:10 (25 MINS) 📍 Conference Room 1, Fahari
- + Sustainable Wellness & Medical Health Tourism Development. A Medical & Wellness Destination?
  - + 3<sup>rd</sup> Panel Talk:
    - **Betty Radier** | CEO, Kenya Tourism Board
    - **Naim Maadad** | CEO, Gate Hospitality Dubai, UAE
    - **Mike Macharia** | The Kenya Association of Hotelkeepers and Caterers Board of Directors
    - **Hashim Mohammed** | CEO, Utalli College Nairobi, Kenya
    - **Rupert Schmid** | CEO, Biologique Recherche Paris, France
    - **Francis Msengeti** | (Interim) General Manager Sarova Whitesands Beach Resort & Spa Mombasa, Kenya
    - **Elma Venter** | Operations Manager, Mnarani Club Kilifi Mombasa, Kenya
    - **Herman Mwasaghua** | General Manager, Serena Beach Resort & Spa Kenya
    - **Jeff Mukolwe** | General Manager, Swahili beach Mombasa, Kenya
  - 👤 Moderator: Suki Kalirai | CEO, Infocus & Qi Spa
- 🕒 16:15 - 16:30 (15 MINS) 📍 Conference Room 1, Fahari
- + Short Presentation: Wellness Collectives - Doing Well, Doing Good, Doing Better
  - 👤 5<sup>th</sup> Keynote Speaker: Elaine Okeke-Martin | Africa Ambassador, World Wellness Weekend (in support of UN SDG's)
- 🕒 16:30 - 16:45 (15 MINS) 📍 Conference Room 1, Fahari
- + A Multisectoral Approach to Prevent Lifestyles Diseases in Kenya
  - 👤 6<sup>th</sup> Keynote Speaker: Lina Njoroge | Owner, Lina's Health Alternatives Nairobi, Kenya
- 🕒 16:45 - 17:00 (15 MINS) 📍 Conference Room 1, Fahari
- + Recap & Closing Remarks for Day One
  - 👤 President
- 🕒 18:00 - 19:00 (1 H) + Sundown Yoga
- 🕒 19:00 - 21:00 (2 H) 📍 Dinner at The Pavillions Restaurant/ Spa Treatments Tulia Spa (from 20:00)

## WORKSHOPS

- + Measure Your Health Impacts 💰💰💰 Pre-Paid Course USD 250

👤 **Meelan Thondoo** | Medical Anthropology & Public Health PhD Candidate, EU Commission

This is for sectors in education, transport, wellness, nutrition or housing. Measure your health impact provides a strong framework to estimate and mitigate health effects of proposed policies, programs, or interventions. Largely applied by private and public bodies in developed settings, lead to effective measures for safeguarding health and sustainability.

💬 Contact us on +254 746 517 871 or [faith@swafrica.org](mailto:faith@swafrica.org) for your bookings.

- 🕒 09:00 - 12:00 (3 H) 📍 Conference Room 2, Tamanisha

+ Demonstration of a Personalized Biologique Recherche Treatment (Free Workshop)

👤 Trainer: Mrs. Julie Bach | Founder of Wellness for Cancer NGO Paris, France

★ Sponsored by  BIOLOGIQUE RECHERCHE PARIS

- 🕒 13:30 - 17:00 (4 H 30 MINS) 📍 Exhibition Floor, Magharibi

+ Nail Treatment Workshop (Free Workshop)

👤 Trainer: Sipporah Winter, Director LCN East Africa

★ Sponsored by  LCN East Africa

- 🕒 17:00 - 18:00 (1 H) 📍 Tulia Spa & Wellness Area

+ Keep moving 365 days a year fitness by #365Movement (Free Workshop)

👤 Anne-Marie Burugu | Founder #365Movement, Nairobi, Kenya

★ Sponsored by #365Movement



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### BIOLOGIQUE RECHERCHE

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www.biologique-recherche.com - info@biologique-recherche.com

## SATURDAY SEPTEMBER 7<sup>th</sup>, 2019

### DAY 3 SNAPSHOT

- 🕒 06:30 – 07:30
  - + Sun Rise Walk on the Beach
  - + Enjoy Fitness Gym
  - + Spa Treatments at Tulia Spa
  - + Breakfast at the Pavillion (for Delegates staying at Host Venue)
- 🕒 08:00 - 08:45 | Registration - Sponsored by **juvenisSpa**
- 🕒 10:00 + Welcome to Day 3
  - 👤 Elaine Okeke-Martin | SWAA President
- 🕒 10:05 📍 Conference Room 1, Fahari
  - + MC Introduction of Honorable Speakers
  - 👤 Alison Caroline Ng'ethe | Director, Alison Caroline Institute & Body by Alison, Nairobi, Kenya

### SUSTAINABLE WELLNESS & MEDICAL HEALTH TOURISM DEVELOPMENT SESSION

- 🕒 10:10 - 10:30 (20 MINS) 📍 Conference Room 1, Fahari
  - + Why You Need Impact and How to Measure It
  - 👤 1<sup>st</sup> Keynote Speaker: Meelan Thondoo | PhD Candidate, Medical Anthropology and Public Health, EU Commission
- 🕒 10:30 - 10:40 (10 MINS) 📍 Conference Room 1, Fahari
  - + Aromatherapy for Supporting Cancer Patients
  - + The Benefits of Essential Oils / Les Bienfaits des Huiles Essentielles
  - 👤 Linda Belkhiri
- 🕒 10:40 - 10:50 (10 MINS) 📍 Conference Room 1, Fahari
  - + Challenges of Developing Medical Tourism in Africa - Potential and Comparators
  - 👤 Gordon Otieno | Independent Consultant & Former CEO, Nairobi Hospital



- 🕒 10:45 - 11:05 (20 MINS) 📍 Conference Room 1, Fahari
- + **1<sup>st</sup> Panel Discussion:**  
Wellness and medical tourism developments  
Where are we? - Challenges & Opportunities
- **Meelan Thondoo** | Medical Anthropology / Public Health PhD, EU Commission
  - **Rupert Schmid** | CEO, Biologique Recherche, Paris, France
  - **Esther Belmaati** | MD, PhD & Founder Bare Aesthetics
  - **Mrs. Julie Bach** | Founder of Wellness for Cancer NGO, Paris, France
  - **Isabel Carsten** | CEO, ISA Carstens Academy, South Africa
  - **Suki Kalirai** | CEO, Infocus & Qi Spa
  - **Gordon Otieno** | Independent Consultant & Former CEO, Nairobi Hospital
  - **Sonal Uberoi** | SWAA Board Director & Spa Balance, Spain
- 👤 **Moderator: Lisa Starr**

- 🕒 11:05 - 11:15 (15 MINS) 🍵 **Networking Morning Tea Break**  
📍 Exhibition Floor, Magharibi



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## WELLNESS TALK

- 🕒 11:15 - 12:00 (45 MINS) 📍 Conference Room 1, Fahari + **#My365Challenge**  
The essence of engaging in any form of exercise for a minimum of 45 MINS each day and awareness about the benefits of living an active and healthy lifestyle.
- 👤 **Anne-Marie Burugu Founder #365Movement**
- 🕒 12:00 - 13:00 (1 H) 🍽️ **Lunch at The Pavillions Restaurant**

## SPA BUSINESS TALK

- 🕒 13:30 - 13:50 (20 MINS) 📍 Conference Room 1, Fahari
- + **Does 'Spa' equal 'Wellness'? And should a director or spa automatically be designated the title of 'Director of Wellness'?**
- 👤 **2<sup>nd</sup> Keynote Speaker: Sonal Uberoi | SWAA Board Director & Spa Balance, Spain**
- 🕒 13:50 - 14:30 (40 MINS) 📍 Conference Room 1, Fahari
- + **2<sup>nd</sup> Panel Discussion:**
- **Sonal Uberoi** | SWAA Board Director & Spa Balance, Spain
  - **Simone Lipari** | SWAA Executive Committee Chair, Ethiopia
  - **Lucy Imison** | Spa Consultant, Nairobi, Kenya
  - **Carolyn Kamundi** | Sarova Whitesands Beach Resort & Spa, Mombasa, Kenya
  - **Anne Marie Wangeshi** | Spa Manager, Serena Beach Resort & Spa, Kenya
  - **Beth Mugo** | Spa Manager, Enashipai Resort & Spa, Naivasha, Kenya
  - **Ajoke** | HS Fitness & Spa, Lagos, Nigeria
- 👤 **Moderator: Isabel Roos**
- 🕒 14:30 - 14:45 (15 MINS) 📍 Conference Room 1, Fahari
- + **What sustainability measures should spas be taking in Africa today? And what owners and hotel general managers should invest in their spa business for the future.**
- 👤 **Jasneel Dhanjal | SWAA Executive Committee Chair Kenya & D'VINE, CEO**
- 🕒 14:45 - 15:00 (15 MINS) 📍 Conference Room 1, Fahari
- + **Fitness Forum - The Growth of Fitness in Africa - Latest Trends in Fitness Sector Across the Continent.**
- 👤 **Simone Lipari | SWAA Executive Committee Chair Ethiopia & TILLA CLUB Director**

🕒 19:00 - 23:00 (4 H)

**President's Welcome Speech +**  
**Sponsored Speaker Slots of 10 MINS by Premium & Gold Sponsors +**  
**Gala Dinner & Awards Handed Out +**  
**Fundraising +**

This award symbol represents the top of the highest mountain in Africa which is Kilimanjaro and the river Nile running through Africa as a source of water and life. Winning this award shows your dedication to providing the best top standards and quality of wellness.

🕒 23:00 - Open Dance Floor 🕒 00:00 - End of Conference

- 🕒 15:00 - 15:15 (15 MINS) 📍 Conference Room 1, Fahari
- + Beauty ingredients and formulations forum - Co-operating with KEBS, etc. boasts the latest developing trends of technology and updates new regulation.
  - + 3<sup>rd</sup> Panel discussion:
    - Mrs. Mwende Kamara | Director, Exuviance, Kenya
    - Mary Njoki | Group Spa Manager, Lintons International Cosmetic Brands
    - Wamboi | Marketing Manager, Lintons International Cosmetic Brands
    - Sipporah Winter | Director, LCN East, Africa
    - Lillian Collins | Director, Skinologist, Nigeria
    - Jasneel Dhanjal | SWAA Executive Committee Chair Kenya & D'VINE CEO
    - SNAS Natural | Tanzania
  - 👤 Moderator: Sonal Uberoi

🕒 15:15 - 15:30 (15 MINS) 🍵 Networking Afternoon Tea Break

📍 Exhibition Floor, Magharibi



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## SUSTAINABLE WELLNESS & MEDICAL HEALTH TOURISM DEVELOPMENT SESSION

- 🕒 15:45 - 16:00 (15 MINS) 📍 Conference Room 1, Fahari
- + Tradition or Interpretation: How the African massage can attract qualitative customers into your spa.
  - 👤 3<sup>rd</sup> Keynote Speaker: Julie Lombe

🕒 17:00 - 19:00 (2 H) 📍 At Leisure / Spa Treatments Tulia Spa

All fundraising goes to SWAA Ubuntu Education which is an initiative to support education in Africa in the spa and wellness industry. Education at accredited school in Africa, and help reduce poverty. In support of unsustainable development goals 2030.

### ★ Alison Caroline Institute, Nairobi, Kenya

- One month membership at Body by Alison Caroline | Value USD 97
- International accredited diploma course at the Alison Caroline Institute for study in holistic massage, this covers full anatomy and physiology together with

## WORKSHOPS & EDUCATION SESSIONS

- 🕒 09:00 - 15:00 (6 H) 📍 Conference Room 2, Tamanisha
- + African (Congo) Massage ✓ SWAA Certified
  - 💰 Pre-Paid Course USD 150 👤 Trainer: Julie Lombe

💬 Contact us on +254 746 517 871 or [faith@swafrica.org](mailto:faith@swafrica.org) for your bookings.

- 🕒 15:15 - 18:15 (3 H) 📍 Conference Room 2, Tamanisha
- + Oncology Massage - Biologique Recherche Personalized Treatments & Adaptation to People with Cancer. (Free Workshop)
  - 👤 Trainer: Mrs. Julie Bach | Founder of Wellness for Cancer NGO Paris, France

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🕒 13:30 - 17:00 (4 H 30 MINS) 📍 Exhibition Floor, Magharibi

- + Nail Treatment Workshop (Free Workshop)
- 👤 Trainer: Sipporah Winter, Director LCN East Africa
- ★ Sponsored by LCN East Africa

the theoretical and practical of massage. International examinations are not included but can be booked separately on successful completion of the course. | Value USD 440

### ★ Byogenic Training Center, Ethiopia

- Facial Training | Value USD 400
- Massage Training | Value USD 200

### ★ ISA Carstens Academy, South Africa

- Light & Laser Online Course | Value USD 460

★ Sponsor a blind Therapist in Mauritius, Kenya, Ethiopia, Nigeria or Namibia | Value USD 500

## CATEGORIES

- 🏆 Destination Retreat Program 2019
- 🏆 Day Spa 2019
- 🏆 Spa Treatment 2019
- 🏆 Traditional Treatment 2019
- 🏆 Spa of the Year - Sub-Saharan Africa 2019
- 🏆 Natural Product Line 2019
- 🏆 Wellness & Well-being Initiative 2019
- 🏆 Spa of the Year Africa 2019

## RECOGNITIONS

- 🏆 Safari Spa 2019
- 🏆 Medi-Spa 2019
- 🏆 Spa of the Year North Africa 2019
- 🏆 Anti-Age Product line
- 🏆 Professional Spa Product Line 2019
- 🏆 Spa Nail Product Line 2019




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**Jimi KARIUKI**

### Managing Director of Sarova Hotels and Resorts, and Chairperson of the Kenya Tourism Board

Jimi Kariuki is the Managing Director of Sarova Hotels & Resorts, Kenya's leading independent hospitality brand that operates a collection of 10 establishments in various key locations around the country.

He joined Sarova Hotels in 1992 as the Group Marketing Manager, and in 1996 he was appointed to sit on the group's Board of Directors.

In 2001 he was appointed to the role of Director Marketing & Sales, a position he held up until January 2018 when he was appointed to his current role.

Jimi is also the current Chairman of the Kenya Tourism Board, a post he has held since March 2016.



**Suki KALIRAI**

### CEO, Infocus & Qi Spa, Founding Adviser to SWAA

Past Chairman of UK government standards and sectors skills councils Skills Active (2012-17) & Habia (2011-2016) and UK Spa Association (2003-13) and inaugural Chair of UK standards for technical education and apprenticeships for aesthetics and wellbeing (2017-19) Suki, a chemistry graduate from Imperial College London, has 25-years' experience in Plc board and management roles at multinationals including Forte & Le Meridien Hotels, Coca-Cola and Unilever plus 10-years as SME Director in wellness and work ready training sectors. He has led acquisitions, JV's and transformations in both developed and emerging markets.

Suki was advisor to the United Nations Secretary General for Sustainable Development (Earth Summit) liaising with leaders from 100 sovereign states on environmental policy.

Suki has advised the Ministers of UK, 2 Caribbean islands, a Southern African nation and the London Tourist Board on their tourism strategy.



**Betty RADIER**

### CEO, Kenya Tourism Board

Dr. Betty Addero Radier is the CEO of the Kenya Tourism Board, the government agency charged with marketing Kenya as a preferred tourism destination locally, regionally and globally. She has, for the past 20 years been tasked with heading marketing & advertising powerhouses at senior-level Strategic Marketing and Operations role; and developing strategies for local and global brands and businesses in Nigeria, Tanzania, Uganda, Kenya, Indian Ocean Islands and the Ivory Coast. Dr. Radier holds a PhD in Entrepreneurship and Small Business Development, an MBA in Strategy and Finance and a Bachelor's Degree in Design.



**Hon. Najib BALALA, EGH**

### Cabinet Secretary, Ministry of Tourism & Wildlife, Government of Kenya

Honourable Najib Balala, EGH, was born in 1967 and is trained in International Urban Management at the University of Toronto, Canada. He underwent the Executive Program for Leaders in Development at the John F. Kennedy School of Government at Harvard University.

CS Balala was early this year re-appointed as Cabinet Secretary for Tourism & Wildlife by H.E. Uhuru Muigai Kenyatta, CGH, President of the Republic of Kenya. He had been appointed as Cabinet Secretary for Tourism in the 2015 Government reshuffle. He moved from the Ministry of Mining, where he was appointed as Kenya's first Minister in May 2013 and is credited with delivering the Draft Mining Bill in 2014, the first policy and institutional framework review of Kenya's mining sector since 1940.

Hon. Balala served simultaneously as Member of Parliament for Mvita Constituency, Mombasa, and as Kenya's Minister for Tourism from April 2008 to March 2012, where he delivered the Tourism Bill and gave the sector a policy and legal framework geared towards maintaining sustainability. Then, he was elected Chairman of the United Nations World Tourism Organization in 2011 and was voted Best Tourism Minister in Africa in 2009 by Africa Investor (AI).

He is credited with steering Kenya's tourism sector to recovery following the post-election violence in 2008. He played a significant role in boosting growth and stability in the Kenyan and regional tourism sector, working closely with private and institutional investors, with conservation and regional development agencies to ensure that the economic potential of this vital sector was both prudently and sustainably managed.





Naim MAADAD

## CEO , Gates Hospitality, Dubai UAE

With over 38 years in the hospitality world across Australia, Asia and the Middle East in various senior management roles, Naim has launched and operated some of the world's best Hotels, Resorts, Spas & Lifestyle, Food & Beverage Concepts.

Covering a wide spectrum of positions within senior leadership, including the role of Managing Director for both Six Senses Hotels Resorts Spas and The Anantara Group respectively.

Being based in the ME over the past 20 years, Naim has witnessed tremendous industry growth, gained a deep cultural understanding and has been endorsed by principals & organizations alike.

In 2010, Naim established "Gates Hospitality" a homegrown Hospitality Company representing handpicked Concepts catering for the affluent life-stylers such as; Ultra Brasserie, the internationally acclaimed concept; Reform Social & Grill Dubai, Folly by Nick & Scott, as well as Publique, Dubai's premier "Apres Ski chalet", The Lion by Nick & Scott, Bistro Des Arts, Six Senses Zighy Bay, the Italian fine dine restaurant at The Boulevard Downtown - Via Veneto Osteria e Cucina, Red Farm London at Covent Garden London, and Stokehouse which opened at Trump International Golf Course, DAMAC Hills, Dubai.

The Red Farm opened at Covent Garden, London, U.K., the first global foray of the group vide an international venue outside the region making it a truly global brand, as well as Stokehouse which made its grand launch at the prestigious Trump International Golf Course located at DAMAC Hills in Dubai.

Naim's philosophy & approach are simple, connecting like-minded investors, operators & brands to define concepts, successful portfolios and continue on shaping the hospitality industry.

Affiliations - on the Advisory Boards of :- Caterer Middle East , Hotelier Middle East , BNC Publishing , Middle East Food Forum , New Zealand Trade & Enterprise , Japan Hotel School and Contributing Columnist for magazines :- Hotelier Middle East , Caterer Middle East and Hospitality News Middle East.

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**Elaine  
OKEKE-MARTIN**

**Founder and President of the Spa & Wellness Association of Africa (SWAA) est.2010 & Principle Consultant at SPALOGIQUE.**

Elaine has a background in International Marketing & Economics; including business law, organization structure and design, which has led her to a wealth of experience in global project management in Europe, the Americas, Middle East and Africa, providing excellence consulting services to Hotels & Resorts. She opened and project managed Six Senses Spa Zighy Bay, Hotel Kong Arthur Copenhagen as Project Manager, and developed Spa and Wellness concepts for clients.

Today Elaine consults private owners and international companies worldwide in spa developments and government departments in Africa for sustainable wellness tourism development.

Elaine chairs the Africa Wellness Initiative on the Global Wellness Institute platform and is an Africa Ambassador for World Wellness Weekend.

She has been on the panel of judges for Wellness 365 Global and listed as 'African Travel 100 Women Awards' by AKWAABA African Travel Market 2017, And now a judge on Africa Spa Awards 2019. She is also the Students Challenge Mentor at SWAA.

**Co-Chairman, Biologique Recherche Paris France**

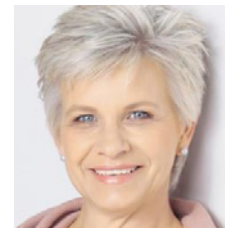


**Rupert SCHMID**

Born to Austrian parents, Rupert Schmid came to France with his mother, a communications manager in the tourism industry. A media magnate by 21, he became Development Director at Journal des Finance in 1988, then Managing Director at Défis magazine, and finally Managing Director of Sorio communication group in 1995. In 1999, he joined Henri Proglio as director of communication and marketing for the sanitation and transport divisions at the future Veolia.

Mr. Schmid studied at INSEAD for several months, and project manager for Stéphane Richard, future France Telecom president, he led the purchase of Nîmes and Beauvais airports in 2006, flying to Australia if necessary to deal with a subsidiary. In 2007, a connection with the Allouche family, Biologique Recherche's owners, gave him this opportunity in the luxury cosmetics field. Rupert and his friend Pierre-Louis Delapalme who left the Yves Rocher group to join this adventure, invested in R&D and regulatory compliance, developed internationally (more than 70 countries currently), negotiated with distributors and brought production in-house to an almost pharmaceutical-grade laboratory.

The brand is now used at top cosmetic and spa destinations around the world, including Air France's spa lounge La Première at Roissy-Charles de Gaulle airport and hotel spas at The Peninsula in New York and the Four Seasons in Hong Kong. Biologique Recherche has achieved success.



**Isabel ROOS**

**SWAA Board of Director & CEO, Isa Carstens Academy South Africa**

From the early 2000, Mrs Isabel Carstens-Roos initiated tremendous growth in the Health and Wellness business, ranging from starting new "added" business ventures to the Academy, introducing the Isa Carstens Nail Academy and a Recruitment company, Aesthetic Personnel Services, offering employment opportunities to qualified Therapists, to being invited as a guest speaker at various national and international Industry events. In 2005, the Isa Ladies residence was opened and accommodates 198 students today.

Isabel Carstens-Roos qualified as a Moderator, a Cidesco Examiner, assisted with the development of the CIDESCO Spa Diploma syllabus, opened the Isa Wellness Sanctuary for students to integrate the academy studies with true-life industry experience.

In 2007 received the "Medaille Du Merite Award" for her professional contribution to CIDESCO Training.

In 2011 opened another Isa Carstens Academy in Pretoria and as recent as this year, moved into the new, modern equipped Isa Carstens Academy in Lynnwood Pretoria.



**Karin LEHMANN**

**Students from Lucerne University of Science & Arts Switzerland**

Lucerne University of Applied Sciences: Bachelor of Science in Business Administration, Major in Public & Non-Profit Management.

- German: Mother-Tongue
- French: Good oral and written skills, DELF, Level B2
- English: Excellent oral and written skills, Cambridge Level C1
- Interests: Hiking & Travelling, Cooking, Reading, Yoga & Meditation
- Volunteer work: Vice President for the NGO EKIMELI (School project in DRC) into the new, modern equipped Isa Carstens Academy in Lynnwood Pretoria.





**Severin LÖRTSCHER  
(LOERTSCHER)**

### Students from Lucerne University of Science & Arts Switzerland

Bachelor of Science in Business Administration Tourism & Mobility, Lucerne University of Applied Sciences, Lucerne, Switzerland

- German: Mother Tongue
- French: Good oral and written skills, DELF, Level B2
- English: Good oral and written skills, First Certificate, level B2
- Italian: Basic Oral skills
- Non-professional Activities and Interests: coach and board member of Swimming Club F, skiing, cooking, concerts & volunteer work



**Esther BELMAATI**

### MD, PhD & Founder Bare Aesthetics

Doctor Esther Belmaati is an aesthetic medical practitioner who obtained her medical degree from the University of Copenhagen in 2003 and has worked in Scandinavian countries. Esther completed her Ph.D. programme in 2012.

She is a member of AAAM, American Academy of Aesthetic Medicine, and member of Lægeforeningen Denmark and also certified by Danish Health Authority as an Aesthetic Medical Practitioner.



**Pranav  
PANCHOLI, M.D.**

### Dr Pranv Pancholi Special Advisor for Education and Development for Sub-Saharan Africa & Avane Clinic

Dr. Pancholi has the distinction of becoming the first ABLS Diplomate in Sub-Saharan Africa. His education and degrees in dermatologic and gynecologic laser surgery span education at Harvard Medical School, the University of Nairobi (Kenya), and the Universities of Liverpool and Cardiff in the U.K.

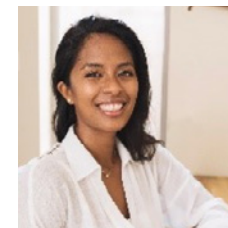
Dr. Pancholi has had the distinction of serving as an International Research Fellow in Dermatology at Harvard Medical School and has authored in a book on dermatology. He is currently pursuing an advanced degree in skin cancer treatment at the University of Queensland (Australia). He is currently the Medical Director at the First Laser Skin Center in Nairobi, Kenya, which has one of the most advanced laser systems in Africa. He treats patients in dermatology, venereology, and aesthetic medicine, and is also developing new techniques in laser treatments, electro-surgery, cryosurgery, and chemosurgery.

Procedures Performed and Assisted-in include:

Laser liposuction, laser treatments for varicose veins, cosmetic laser surgery, Caesarian sections, excision of tubo-ovarian masses, ectopic pregnancies, dilatation and curettage, bilateral tubal ligation, appendectomies, explorative laparatomies, chest tube insertion, supra pubic catheterization, bone marrow aspirate, excision of soft tissue masses, incision and drainage of abscesses, skin and lymph node biopsies, lumbar punctures, hysterectomies, resection and anastomosis, splenectomies, thyroidectomies, open reduction and internal fixation.

Professional memberships:

- Member, International Society of Tele dermatology, Vienna
- Member, International Society of Dermatology
- Project Coordinator Kenya Medical Association, Thika Division 2005-2006
- Member, Kenya Medical Association, Nairobi Division
- Member, American Academy of Aesthetic Medicine
- Fellow of the American Academy of Dermatology
- Member of the World Society of Anti-aging Medicine



**Meelan THONDOO**

### Medical Anthropology and Public Health PhD Candidate - EU Commission

Meelan Thondoo is trained in Medical Anthropology and Public Health Economics. She is interested in applying evidence-based research for increasing quality of life in vulnerable populations.

She applies mixed-method approaches to address human condition in a dynamic, creative and scientific manner.

She has worked for University College London and the World Health Organisation and has completed fieldwork in Latin America (Ecuador & Uruguay), South-East Asia & Pacific (Nepal, Philippines & Laos), East Africa (Mauritius, Tanzania & Mozambique) and Europe (Switzerland & UK).

She is currently completing a joint PhD in Medicine and Anthropology funded by the European Commission. Her work focuses on Health Impact Assessments in resource-constrained settings. The outcomes will serve social integration, human impact and implementation strategies of national urban policies and projects in Africa.

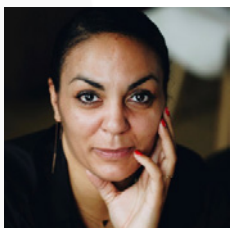


Gordon OTIENO

#### Independent consultant & Former CEO, Nairobi Hospital

An experienced health services executive and leader in the healthcare industry in Kenya and the region. Gordon combines his global professional and personal background to the health sector and offers leadership in the delivery of appropriate programs and services. Gordon has designed and led interventions focused on improving the effectiveness of the health sector, organizations, departments and individuals. His work involves him being the principal organization leader and ensuring financial stability of the organizations he has worked in. This involves work with individuals, groups or whole health systems to promote collaboration and resolve conflict. Gordon has in his career in the hospitality industry worked with diverse and intercultural clientele having also worked in the hotel industry for many years and received both local and international training.

Gordon has 20 years experience as a top executive in the health sector and 11 years as a senior executive with internationally reputable hotel groups.



Julie LOMBE

#### Massage Therapist, Trainer, Author, Speaker

Julie Lombe is Belgian-Congolese. She is a world-level massage therapist selected for the World Championship in Massage in 2019. She is the spa manager of Rituel, where she provides beauty and wellness treatments from all over Africa. She is author of book African Massage and blogger and has written several books and e-books and hundreds of articles concerning African beauty and wellness trends. She is a trainer and speaker.



Sonal UBEROI

#### Director, Spa Balance & SWAA Board Director, Contributor to SWAA Insight Digital Magazine

Kenyan born Spa Consultant and founder of Spa Balance.

Worked across Europe, Middle East and Asia Pacific with top brands, such as: Sofitel Luxury Hotels, Six Senses Spas, Reebok Sports Clubs, Hostal Empúries, Melia Hotels International.

Uniquely global skill set and creative outlook. Areas of expertise include: revenue management, business optimisation, excellence in operations and service standards, concept development, brand consistency and corporate strategy. Sonal is also the author of 'How to Open a Smart Spa'.



Julie BACH

#### Founder/Executive Director for Wellness for Cancer

Julie Bach is the Executive Director for Wellness for Cancer, an educational program under Spa4ThePink, a registered 501 c(3) charity organization with the objective of improving well-being for people touched by cancer.

Julie is a thought leader within the Global Wellness Institute, recognized for bridging the medical world with the world of wellness. She consults to many wellness and cancer support organizations and is known for her development of cancer-focused training with leading medical doctors and has provided training to thousands of staff members in spas, hospitals, not-for profits, throughout Europe, United States, Mexico, Canada, and India.

Julie shifted her focus to beauty and cancer in 2000 within her skin clinic and spa in Vail, Colorado. In 2005, Julie was approached by the local cancer center to help establish a cancer and spa outreach program, which today raises \$750,000 annually for spa and well-being services. Wellness for Cancer continues to fund outreach programs and provide services to individuals touched by cancer.

Prior to the spa industry, Julie led strategic consulting and product development teams focused on disruptive innovations for both Fortune 500 and entrepreneurial ventures. Julie holds a Masters in Business from Harvard University and will be presenting her work at the 2017 Society for Integrative Oncology Conference. "I can think of no greater purpose for my life then in teaching compassion to our industry and in stewarding peace to individuals who are suffering..."





**Lisa STARR**

### Senior Consultant, Wynne Business, USA

Spa and salon business consultant for Wynne Business, spa management trainer & educator on five continents, highly rated speaker at industry events, and regular contributor to global spa trade publications including Day spa, Spa China, Spa Business and American Spa. Lisa has been helping companies maximize spa operations performance in both front and back of house for 30 years. Her knowledge and experience provide turnkey solutions in areas such as spa business operations, finances & compensation, marketing, inventory management, human resource development, and business process improvement.



**Anne-Marie  
BURUGU**

### Founder #my365challenge

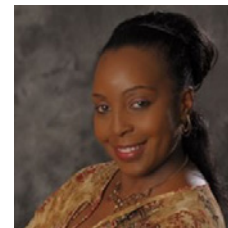
Passionate about embracing midlife and living life to its fullest, Anne-Marie is a 46 year old mother of two - a 24 year old daughter, and 20 year old son. Although she has always generally lived an active lifestyle, her love for fitness grew in the mid 2000s when she studied and got certified as a gym and aerobics instructor and Pilates trainer at the prestigious Alison Caroline Institute, Nairobi, after which we went on to work as the Regional Spa Manager at Serena Hotels, before branching out into other business.

Anne-Marie feels strongly about women embracing who they are - their strengths, weaknesses and especially their bodies. She also believes that fitness hugely contributes to the overall wellbeing of a person - making them not only look good, but more importantly, feel great physically, mentally and emotionally.

In an effort to try to inspire and motivate other women to live an active lifestyle, she embarked on a fitness challenge, dubbed #my365challenge, which began on 1st January, 2018. The essence of the challenge was to engage in any form of exercise for a minimum of 30mins each day, pushing her body on the days that it felt strong and able, and on those it felt fatigued and worn down, to actively rest it by indulging in lighter, less strenuous activities like going for walks, Pilates, yoga or dancing. Having shared her entire 2018 fitness journey with her Instagram audience, Anne-Marie embarked on her second #my365challenge on 1st January 2019, this time committing to a minimum of 45min each and every day, and in the process created the #365movement, done so as a result of the increased number of requests to join her on her 2019 fitness journey.

#365movement has continued to evolve into a movement of people committed to intentionally living a physically active life and raising awareness about the benefits of living an active and healthy lifestyle.

Quality of life is important to Anne-Marie, who also enjoys travel, adventure, nature, good food and wine and spending time with family and friends.



**Lina NJOROGÉ**

### Clinical Nutritionist

Lina Njoroge is a practicing Clinical Nutritionist with wide experience in nutrition and dietetic Programs. Lina holds a Masters in leadership (Pan African University) PAC- ongoing, Masters in Public Health (Maseno University) ongoing, Post graduate Certificate in Clinical Nutrition (University of Stellenbosch) 2000 and a Bachelor of Education, Home Economics. (Kenyatta University) 1994. Professional Memberships include Certified Clinical Dietician by Kenya Nutritionist and Dieticians Institute (KNDI) and a Founder Chairperson Clinical Nutrition and Dietetics Association of Kenya (CNDK).

Lina is also an international speaker and has participated in the various Conferences and exhibitions including the 7th World Medical Tourism and Health Congress in Washington just to mention.

Lina is currently a Private Consultant Nutritionist and has consulted for various organizations including UNICEF, while being the official Nutrition consultant and designer of the popular reality TV weight loss show "Slimpossible", and recently just concluded a daily health and fitness TV show with Media Max.







**Alison Caroline  
NG'ETHE**

### Director, Alison Caroline Institute & Body by Alison

Alison Caroline Ngethe has been in the education industry for the past 16 years. She is the owner and founder of the Alison Caroline Institute. An International college for training in Beauty, Fitness and Holistic Spa therapies. She is passionate in educating the youth.

In April 2019 she opened BODY by Alison Caroline, a personalised fitness training studio focusing on group indoor cycling, Pilates, Yoga and a variety of circuit training classes to include Personal training.

Alison has been in the industry for 27 years.



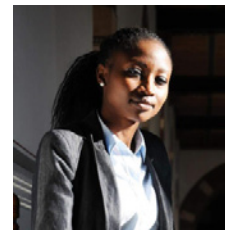
**Linda  
BELKHIRI**

### Aromatherapist & Essence Guru

Linda Belkhiri has spearheaded the development of the natural essence industry in Madagascar since the late 1990s. Her mission is to ensure that shipments for European clients are safely dispatched.

Linda Belkhiri has set up a group of small self-employed producers with the objective to increase the quality of life of the local population by involving them in the preservation of their natural heritage, the biodiversity of Madagascar. She has also contributed in raising awareness among European clients from the perfumery / cosmetics and aromatherapy industry who, through responsible purchasing practices, participate actively in the development of local communities.

Thus, villages where these natural essences are produced draw revenue while being actively involved in the economic valorisation and sustainable preservation of their natural resources. Local communities are also empowered, with women working on the harvesting of flowers, while men are involved in the distillation process and help in preserving their forests by using deadwood to feed boilers and by systematically replanting small trees as the group has its own organic nursery.



**Sipporah  
Mwangi WINTER**

### Area Manager & Trainer, LCN East Africa

Sipporah Mwangi Winter was born and brought up in Kenya and educated latterly in Denmark, where she obtained her BSc in Business Administration, specializing in Japanese language, economy and culture, at Copenhagen Business School.

She then went on to obtain her MSc. at the same university, in Applied Economics and Finance. In 2009, she won the Venture Cup, at the same university, as "Most Inspirational Entrepreneur of the Year."

In 2010, she returned to Kenya, where she has since built up a business representing both German and Danish companies (Egger and Junckers) in the supply of sustainable hardwood flooring to the East African market.

She has now, with her partners, started a new business, Semlyt, which represents LCN East Africa, for which she is the Area Manager and Trainer for LCN East Africa.

## TUESDAY SEPTEMBER 3<sup>rd</sup>, 2019

### PRE-CONFERENCE TRAINING (EXTRA EDUCATION DAY)

🕒 9:00 - 17:00 📍 Sarova Stanley, Nairobi

+ Spa Business Bootcamp 💰💰💰 Pre-Paid Course USD 195

👤 Trainer: Lisa Starr 🧑 Support Person: Lucy Imison

Perfect for today's spa owners, operators and managers, this outstanding program emphasizes practical and proven methods for improving spa performance, both internally and externally. Attendees will learn vital tactics to ensure that your spa attracts new customers, retains staff, operates smoothly as well as efficiently and reaches its true profit potential.



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