



22ND - 23RD NOVEMBER 2009

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SCHLETTERER

Schletterer Wellness & Spa Design is a worldwide leading spa planning, realisation and management company. Performance range reaches from the market and project analysis, strategic marketing concept, detailed planning in regards to architecture, interior design and engineering to full turn key realisation for spa facilities as well as of hotel projects with strong spa affiliation.

Health is our greatest asset and economic development proofs the extremely positive performance of hospitality projects providing authentic health services. SPA stands for "sanus per aquam" (health by means of water) and so Schletterer's core competence since more than 20 years is the understanding on how to implement unique health services into hospitality projects and therefore to create a USP for such spa destinations.

Schletterer's head office is in Austria with branch offices in the UAE, England, Croatia, Switzerland, Russia, Spain, Egypt and Hong Kong.

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Dr. Gerald Huber, *Regional Director for the UAE / GCC Region,* **Schletterer Wellness and Spa Design**

Dr. Gerald Huber is the regional director for the UAE / GCC region and knows best how to empower

the business with the synergy between his construction know how and unique hospitality service approach. He received a research award from the University of Innsbruck/ Austria for his doctoral thesis on innovative construction methods and gained broad knowledge and experience in chairing and participating at several international construction committees.

Since May 2004 he is working for Schletterer Wellness & Spa Design as regional director for the GCC region and is a member of the board. His skills in combining technical experience, management know-how, hospitality, health and creativity enabled the successful development of a series of projects in this region.



Sarah Louise Lumley, *Senior Consultant,* **Schletterer Wellness and Spa Design**

Sarah has 15 years of experience in the Wellness and Spa Industry. Seven years as a Spa Director in the luxury hotel segment. Working for The Ritz -Carlton she was awarded the Middle

East Leisure Manager 2004 by Hotelier Magazine Middle East. With her vast experience within the spa industry and her in-depth knowledge of the local Middle Eastern market and culture, she is a valuable team player within the Schletterer organization since she was appointed as their Senior Spa Consultant for the GCC and UAE markets.

With Sarah's longstanding operational experience she is responsible for the development of the strategic concepts, ergonomic flows and feasibility studies and is currently working on several of the major influential developments in UAE, including projects on the Dubai Jumeirah Palm, Dubai Land and on several projects in Abu Dhabi (main land and Yas and Al Reem island).

AGENDA

14:30 - 15:00 “Unleash Your Human Capital DNA”

- Understand the TxE2 Formula and the concept of building a ‘Dream Team’
- Learn how to achieve higher ROI from your human capital

Speaker:



Reg Athwal
 Chairman
 RAW Group/ONETVo

15:00 - 16:00 Executive Networking Coffee Break Prescheduled Business Meetings (2) + Exhibition Tour

(Arzanah Ballroom Foyer and Arzanah Ballroom B)

16:00 - 16:30 Keynote Presentation

(Arzanah Ballroom A)

“The Impact of the Recession and the Administration’s Policies on Hotel Food & Beverage”

- Creating a survival plan for wreathing the economic storm
- Discussing how casual dining restaurant chains are coping with the downturn
- Identifying which restaurants should open during the downturn
- Understanding how to cope with the challenges in maintaining customer counts

Speaker:



Thomas Tapken
 Group General Manager
 City Seasons Group of Hotels

Session: Spa, Health & Fitness

16:30 - 17:00 Keynote Presentation

“Understanding the Economic Trends and Growth in the Spa Industry”

- Refocusing on back to the roots of health for Spas (sanus per aquam)
- Acquiring successful new business models that combine health, medicine and hospitality
- Exploring success by the power of uniqueness (USP)
- Exploring the holistic functionality of interaction in authentic SPA's
- Using health as a turbo boost factor for sustainable profit



Speaker:



Dr. Gerald Huber
 Regional Director UAE/GCC
 Schletterer Wellness and Spa Design

17:00 - 17:45 Panel Discussion

“Pursuing differentiation in the market to better understand the customer mix and cater to the differing needs of the guest.”

- Exploring the value proposition of spa offerings that can be creatively altered by the addition of new components of treatments
- Updating your menu of services
- Pursuing strategic alliances with the right brands
- Establishing a differentiation in the market

Moderated By:



Reg Athwal
 Chairman
 RAW Group/ONETVo

Panellists Include:



Naim Maadad
 Managing Director
 MSpa Global & Hotels Middle East



Dr. Gerald Huber
 Regional Director UAE/GCC
 Schletterer Wellness and Spa Design



Peter Rietveld
 Managing Director
 Barr and Wray



Kavita Handa
 Co Founder & Chief Executive Officer
 SensAsia Urban Spa

17:45 - 18:00 Closing Remarks on Day One of the Congress



Reg Athwal
 Chairman
 RAW Group/ONETVo

18:00 - 18:30 MEHEC Excellence in Hospitality Awards (Arzanah Ballroom A)

18:30 - 20:30 MEHEC Networking Cocktail Reception Sponsored by Al Shohada Group (Arzanah Foyer)



20:30 End of Day One