



Dignitaries on the dias



K.K. Sharma, Dr. J.N.Vohra, B.K. Goswami & D.K. Tiwari



Dr. Manish Patwardhan, B.K. Goswami, K.K. Sharma & Dr. Gulshan Sharma

NIMA focuses on SPA, HEALTH and WELLNESS

Hosts International Conference in Chandigarh

23rd Feb 2013, Chandigarh

Members of the Indian Spa, health and wellness industry congregated at the **International Conference on Spa, Health, Wellness, and Medical Tourism** held in Chandigarh today. Organised by the **North India Management Association (NIMA)**, the objective of the conference was to create greater awareness and promote the development of the industry in North India.

Inaugurating the conference, **K.K. Sharma IAS, Advisor, Chandigarh Administration** said that it was most appropriate that Chandigarh was hosting the conference, having just been recognized as the No. 1 city for investment in India in a recent survey. It's green and clean environment offered a good quality of life, conducive for medical tourism and spa industry to flourish. He mentioned that the spa industry was flourishing in the west and in Asian countries like Thailand, Sri Lanka and Vietnam, and stressed the need to offer similar superior quality services. Releasing the **Concept Paper** on promoting North India as a spa, wellness and health destination, Sharma appreciated the initiative taken by NIMA in promoting this industry.

Welcoming the delegates **Dr. Gulshan Sharma,**



K.K. Sharma, Dr. J.N.Vohra & Marie Andre'n



B.K. Goswami, K.K. Sharma & Dr.Gulshan Sharma releasing the Concept Paper

President NIMA said that the association's objective was to help develop infrastructure in health, wellness, spa and medical tourism in north India. He mentioned that the industry faced acute shortage of manpower and was happy to announce that Chandigarh was the first in the country to offer a Bachelors degree in Health, Spa and Resort Management (B.Sc.HSRM), which would provide trained graduates for this industry.

Key speakers from the industry included **Marie Andre'n**, an eminent spa expert from Sweden who delivered the Keynote Address and spoke on the Swedish spa concept in which 'less is more' and spa design was simple and elegant. She also mentioned that top spa trend for 2013 was 'Authentic Ayurveda' and was moving from 'pampering to wellness', with 'healthy hotels promoting healthy lifestyles'. **Dr. Manish Patwardhan**, President,



Sandhya Chipalkatti & Dr. J.N.Vohra

Indian Spa and Wellness Association (ISWA) and CEO Spa Consultants spoke about "The A to Z of Setting up a Spa" which explained key steps to setting up a spa, starting with the business plan and concept, to the marketing strategy. He cautioned against setting up 'me too' spas and using locations with high rentals which would erode profitability.

Speaking to the delegates **B.K. Goswami, IAS(Retd.), patron of NIMA** said that rise in the annual disposable income coupled with high level of awareness for wellbeing and health had created strong opportunities for the existing and new players in the market. He mentioned that in the next four years, 700 new spas, both homegrown and international brands, will open in India to meet the growing demand.

Among the several eminent spa experts who addressed the conference were **Prof. Paul Pornthep Narula** from Thailand, who spoke about how India could learn from and emulate Thailand's successful spa industry; **Jatin Walia**, President, Spas of India Association (SIA), informed the audience how franchising of a Spa or Wellness unit works, while **Rajesh Sharma**, President Spa Association of India(SAI) highlighted the paucity

of trained therapists and surmised that India could in fact become a supplier of spa therapists to the world, provided standardized training was available. The conference was also addressed by **Lt. Gen. (Dr.) D.D.S. Sandhu**, Vice Chancellor Kurukshetra University who emphasized that India was a fast emerging centre for medical tourism, with good doctors and low treatment costs and **Dr. Arun Gupta**, eminent Aurvedic physician who gave the mantra for staying young forever.

In his closing remarks **Dr. J.N.Vohra, Secretary General NIMA** remarked that the conference gave an opportunity to all participating industry representatives to network and foster business, and informed the delegates that it would be held again next year as an annual feature on the NIMA calendar.

The International Business Conference on Spa, Health, Wellness, and Medical Tourism 2013 was organized by NIMA and supported by Chandigarh Tourism and CITCO, with SpaMantra as media partner.

For more information on NIMA check out www.nimachd.org