



# ASIA: SINGAPORE

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## **What are the most significant global issues facing us today?**

A non-sustainable economic model driven by a short-sighted focus on material gains. The fact that global businesses and finance structures are now largely responsible for shaping public policies and strongly influencing governance. An assumed dichotomy of 'self' versus 'other' – the mismatch of perceived reality as separated from the interconnected nature of phenomena.

## **What do you see as the main innovations happening around the world, those which are game changing and/or disruptive?**

Science: new compounds, nanotechnology and the consciousness leap which transformed physics from a mechanical to a quantum model is now affecting a similar thought-paradigm shift in cellular biology.

Communication: Internet; changes to media and publishing; crowd sourcing and the rise of self-organizing social movements; neural transformation and thought patterns affected by the information age.

Social reform: the struggle for gender equality; the emergence of an interconnected model of evolving consciousness through mindfulness and the pursuit of wellness through individual empowerment (you are the CEO of your own health).

## **What do you see as the main innovations in the spa/wellness industry (existing and future)?**

The drive to match individualized health and wellness 'menus'. Customers are better informed and keen to take control of health issues and address them holistically. The convergence of models and treatments for health, wellness, performance and relaxation into a continuous web: these are no longer viewed as separate domains with typical issues. The advance of medical and wellness tourism.

## **What do you see as the greatest opportunities/challenges for the global spa and wellness industry?**

To play a part in empowering people to take stock and control of their own health and well-being and reconstruct the image of wellness-holidays from a self-pampering luxury to a balanced lifestyle choice.

## **What are some practical ways for businesses to create a climate for creativity and innovation?**

Collaborate on online platforms which offer information, learning experiences, membership models and individualized services in Wellness. Add value to holidays by focusing on additional platforms which assist customers to form take-home long-lasting healthier lifestyle practices. To emphasize the connection between self-help and personal responsibility for healthy equilibrium and similar aspects in larger concentric circles of self, family and community, as manifested in environmental care and social responsibility.

### **SUBMITTED BY**

Michael Bartura  
Project Manager  
East West Learning Center  
Singapore  
E: michaelbartura@imcpaa.com

EAST WEST  
Learning Centre