



GUANGDONG  
CHINA

2019  
G3T

GLOBAL THERMAL THINK TANK

12-13 October



## PROGRAM



GLOBAL WELLNESS  
INSTITUTE™  
EMPOWERING WELLNESS WORLDWIDE



GLOBAL  
HOT SPRINGS  
INITIATIVE



FEMTEC  
World Federation of Hydrotherapy  
and Climatotherapy

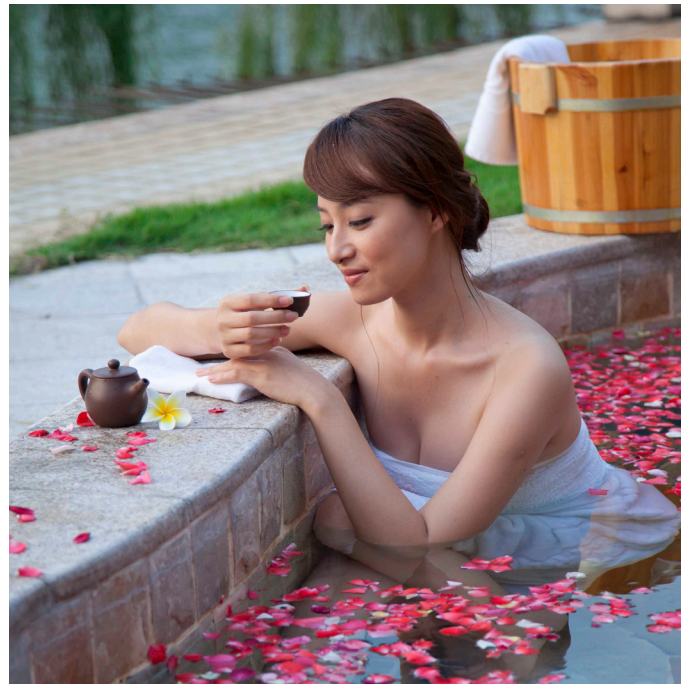
Bishuiwan Hot Springs Resort

## PROGRAM OUTLINE

10月12日

15:00前 Check in  
报道、入住酒店

15:00-15:30 Opening remarks  
Charles Davidson 查尔斯·戴维森  
Chairman, Global Wellness Institute  
Hot Springs Initiative & G3T  
GWI温泉专业委员会主席 G3T活动主席  
ZHAO Yongming 赵永明  
世界温泉与气候养生联合会中国代表  
Representative of FEMTEC  
ZHANG Yue 张越  
中国旅游协会温泉旅游分会 秘书长  
Secretary General, China Hot Spring  
Tourism Association  
ZENG Li 曾莉  
广州从化碧水湾温泉度假村董事长  
Chairman, Bishuiwan Hot Spring Resort



### Speeches 主题汇报

15:30-15:50 Mark Hennebry  
马克·亨尼  
温泉项目如何推动经济发展、区域发展  
How can geothermal hot spring drive economic  
and community renewal?  
15:50-16:10 Ingo Schweder  
英格 温泉产业投资评估方法  
Business investment assessments and valuation  
methods in the hot springs industry  
16:10-16:30 Charles Davidson  
查尔斯·戴维森  
维多利亚大学博士奖学金研究报告“温泉产业的社会、  
环境和经济影响”——国际协作的研究机会  
Victoria University PhD scholarship study into the  
Social, Environmental and Economic impact of hot  
springs. An international collaborative research  
opportunity.  
Roland Lymann  
罗兰·莱曼  
Video from Switzerland  
瑞士发来的视频

16:30-16:50 ZHANG Yue  
张越  
中国温泉旅游的现状与发展趋势  
Current situations and development trends of  
China hot spring tourism

16:50-17:10 FU Ming  
付溟  
Marketing of Hot Spring Wellness Products in  
Yunnan Province  
Executive President of Yunnan Hot Spring and  
Spa Industry Association  
Deputy Secretary-General of Yunnan  
Standardisation Association, Director of Wellness  
and Medical Tourism Special Committee

17:30-18:30 Visit Bishuiwan  
参观碧水湾温泉酒店

19:00 Welcome dinner  
欢迎晚宴



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## PROGRAM OUTLINE

10月13日

09:00-09:20 **Craig Mitchell**

克雷格

Culture, Purpose and Values – building a connected global industry

文化、目的和价值——创造相互联系的全产业

09:20-09:40 **James Clark-Kennedy**

詹姆斯·克拉克-肯尼迪

全球温泉学术研究新进展

Global hot springs academic research update

09:40-10:00 **WANG Jie**

王捷

国内温泉行业标准和规范

Hot spring related industrial standards and norms

10:00-10:20 **Jolanta Zegarska**

约兰塔·泽嘉斯卡

中医与水疗结合

The combination of European Spa and Chinese Traditional Medicine

10:20-10:40 **SUN Xiaosheng**

孙晓生

中国温泉健康旅游的研究与展望

Research and vision about China hot spring wellness tourism

10:40-11:00 **WEI Lirong**

韦丽荣

碧水湾扶阳温泉康养实践分享

Wellness practice sharing of Bishuiwan Fuyang hot spring

11:00-11:20 **Coffee break**

茶歇



11:20-12:10 **GWI hot springs innovations and trends**

GWI温泉创新和趋势

7 x 5 minutes presentations 7\*5分钟/人 演讲

1. CAI Tao: Secretary-General of Guangdong Hot Spring Association
2. Christopher Scheel, General Manager, Glen Ivy Hot Springs (USA)  
克里斯多弗, Glen Ivy 温泉总经理 (美国)
3. Dr Marc Cohen, Professor, Extreme Wellness Institute (New Zealand – Global)  
马克博士, 教授, Extreme Wellness Institute 研究院 (新西兰)
4. ZENG Li: Chairman of Conghua Bishuiwan Hot Spring Resort; Vice President of China Hot Spring Tourism Association
5. Charles Davidson, Founder / Chairman, Peninsula Hot Springs (Australia)  
查尔斯, 半岛温泉创立人/主席, (澳大利亚)
6. Mark Hennebry, Vice-Chairman, Danubius Hotel Group  
马克, 多瑙河酒店集团副主席

12:10-14:00 **Lunch**

午餐

14:00-14:20 **Marc Cohen**

马克·科恩

An introduction to the Bathe the World Foundation, World Bathing Day and Bathe the World Event  
关于Bathe the World Foundation基金、世界泡浴日、全球泡浴活动的简介



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## PROGRAM OUTLINE

14:20-15:30 Roundtable meeting: discussion about the practical models of hot spring wellness development and global collaboration.

圆桌会议：温泉康养模式落地和全球合作的探讨

Facilitator: Charles Davidson

Participants:

- Marc Cohen
- Mark Hennebry
- Sandra Miller
- Craig Mitchell
- SUN Ren Li
- ZHENG Li
- Ingo Schweder
- CHEN Yankui
- ZHANG Yue

15:30-18:00 Visit surrounding hot spring projects

参观周边温泉项目

18:00-20:00 Dinner

晚餐

10月14日

09:00-11:00 Free time

自由活动

11:00



## SPEAKER PROFILES

Speakers in order of appearance

### Charles Davidson

Founder, Chairman and Creative Director Peninsula Hot Springs; Chairman Victorian Tourism Industry Council (VTIC); Chairman Global Wellness Institute Hot Springs Initiative; Victorian Chamber of Commerce Executive Council Member; Victorian Visitor Economy Ministerial Advisory Council member; Founding Director Bathe the World Foundation and Australian representative on the council of the World Federation of Hydrotherapy and Climatotherapy (FEMTEC).

Charles' passion for hot springs started in 1992 the moment he entered the waters at Kusatsu Onsen in Japan. Since that time Charles has travelled to 51 countries on hot springs research missions in a search to find how cultures of the world share the gift of thermal waters for health, wellbeing and community creation. What he learns is translated into transformative experiences at Peninsula Hot Springs and at other hot springs he has and is designing, to help visitors relax in nature and with each other to connect with the wellness of their being. Charles is in the process of helping to establish the Australian Hot Springs Institute and supporting global collaborative PhD research.



### Zhao Yongming

Deputy Secretary of China Hot Spring Tourism Association; Chairman of Feiteng Holding Group; Representative of FEMTEC in China. Since 2013, Zhao is making more and more efforts on external communication and international cooperation with other worldwide thermalism SPA organisation and experts on thermal technologies and concepts on different levels, to promote China Hot Spring tourism.

### Zeng Li

Chairman of Conghua Bishuiwan Hot Spring Resort; Vice President of China Hot Spring Tourism Association, China. She has nearly 30 years of hotel management experience, with unique cognition and experience including hotel management, corporate culture and family service. Conghua Bishuiwan Hot Spring Resort has maintained the industry's leading reputation and business efficiency, known as China's tourism industry service benchmark; It has been awarded "Best Resort Hotel of China", "China Hotel Industry Quality Service Award", "Best Service Hot Spring" among other awards.



### Mark Hennebry

Mark Hennebry is responsible for the Danubius Hotel Group that comprises 45 hotels across 5 countries employing 4,300 people. Within this portfolio there are 28 spa hotels generating approximately Eur100m in annual revenues. Having held a number of different senior operational and financial roles in Europe, Asia and the USA, Mark has valuable experience encompassing operations, finance, asset management, mergers & acquisitions, property development and investor relations. Prior to joining CP Holdings, was the Executive Board Director for Maybourne Hotel Group. Before that he was with Avestus Capital, responsible for the asset management of the luxury hotel portfolio, including a number of Four Seasons hotels located around Europe. Previously he has worked in Hong Kong, Thailand, Borneo and the USA, holding senior positions within one of Thailand's largest publicly listed hotel groups (Laguna Resorts plc) and in one of Asia's luxury hotel management companies (Banyan Tree Hotels & Resorts).



## SPEAKER PROFILES

Speakers in order of appearance

### Ingo Schweder

Founder and CEO of GOCO Hospitality and Managing Director of Horwath HTL Health and Wellness, Ingo Schweder brings together over 30 years' experience, injecting cutting-edge ideas into the spa and wellness industry. He has also developed a vast number of wellness hospitality ventures worldwide, including Spain (Sha Wellness Clinic) and India (Ananda In The Himalayas). He also owns Glen Ivy Hot Springs Resort, America's oldest and highest-grossing hot spring resort located in Southern California. In China, Ingo is the co-founder of SpaceCycle and Space Yoga in Beijing & Shanghai alongside Alibaba's Jack Ma and Matthew Allison.



### Zhang Yue

Secretary of China Hot Spring Tourism Association. He founded CHTA in 2009, taking leadership of the industry's development and transition from leisure and entertainment to wellness and health.

### Fu Ming

Executive President of Yunnan Hot Spring and Spa Industry Association  
Deputy Secretary-General of Yunnan Standardization Association, Director of Wellness and Medical Tourism Special Committee



### Craig Mitchell

Craig was appointed as Chief Executive of Peninsula Hot Springs in November 2018, following his most recent role as Head of Strategy at the global consulting firm EY. He is a leader, strategist and change agent with a diverse career as a management consultant, Chief Executive of growing entrepreneurial organisations and a board member in the not for profit sector. Craig has been a trusted advisor to many high performing organisations including Cricket Australia, Sport Australia and many Australian Football League clubs. He is committed to living a balanced life and setting a good example for his young family. Craig has spent his whole life swimming, riding, running, surfing and aims to prolong his active lifestyle through regular yoga practice, meditation and thermal mineral springs bathing.

### James Clark-Kennedy

Formerly a journalist of 16 years, then hot springs marketing and communications for 11 years. Completed a Health and Biomedical Sciences Honours degree by hot springs research with RMIT University, where he is now midway through his PhD in Complementary Medicine, with a balneotherapy/mental health focus.



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### Wang Jie

Asia-Pacific Institute for Hydrotherapy and Climatotherapy Tourism Director, China. With decades' experiences in the planning and development of thermal projects, Wang has served hundreds of premium cases. Besides, he has led and deeply involved in the drafting and formulation of 4 national and industrial hot spring and Spa service standards.



### Jolanta Zegarska

A balneologist at Thermal Hospital in Ciechocinek Resort, Poland – the main Teaching Hospital in the field of thermal medicine in Poland. Medical Director in Wieniec Zdroj Health Resort - one of the biggest Thermal Centres in Poland with over 1000 beds. She obtained her postdoctoral degree at Nicolaus Copernicus University in Toruń, Poland. She is lecturer in classes and courses in the field of balneology and physical medicine for medical doctors and students. She has published many academic papers and was attending national and international conferences in the field of thermal and physical medicine, balneology and hydrotherapy. She is an author of chapter in a Large Book of Balneology and Physical Medicine.

### Sun Xiaosheng

Vice Director, Experts Committee of World Federation of Chinese Medicine Societies; Team leader, Guangdong Wellness Tourism Demonstration Base Review Panel; Consultant, Guangdong Major Administrative Decision-making. 2nd Grade Professor, Guangzhou University of Chinese Medicine; Doctor (Postdoctoral) tutor



### Wei Lirong

TCM doctor, a rehabilitation therapist, manager of wellness department of Bishuiwan; Her main research field is 'How to use TCM thought to combine hot spring resources and forest resources, humanities resources to promote the physical and mental health of the participants'

### Cai Tao

Secretary-general of Guangdong Hot Spring Association.



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Speakers in order of appearance

### Christopher Scheel

Christopher Scheel is a senior hospitality manager with over 25 years of industry experience, including hotel, F&B and wellness management. As General Manager of GOCO Hospitality's Glen Ivy Hot Springs Resort, Christopher uses his award-winning industry expertise to manage both short- and long-term strategies and operations, continually developing the hot spring spa and F&B offerings.



### Prof Marc Cohen

MBBS (Hons), PhD (TCM), PhD (Elec Eng), BMed Sci (Hons), FAMAC, FICAE  
Professor Marc Cohen (aka Dr Marc) is on a mission to realise worldwide wellness, bathe the world, and help people tame their toxic load so they can live happy, long and healthy lives. Marc has been at the forefront of the wellness revolution for more than three decades through teaching, events, publishing, research, clinical work and community engagement. As a medical doctor with PhDs in Chinese Medicine and biomedical engineering Marc is one of Australia's pioneers of integrative and holistic medicine. He is a Board Member of the Global Wellness Summit, Adjunct Professor at the National Institute of Complementary Medicine Health Research Institute at the University of Western Sydney, Co-founder of the Bathe The World Foundation Ltd and Founder of the Extreme Wellness Institute and Extreme Wellness Academy.  
[www.drmarc.co](http://www.drmarc.co).

### Sandra Miller

Sandra Miller began her marketing career over 25 years ago with some of the country's top advertising agencies. There she learned the sales power of focusing creative communication on the emotional needs of the customer. Passionate about understanding people, Sandra is a trained qualitative researcher and ethnographer, and a quantitative research expert. She joined Burke Williams Day Spa in 2007 where she successfully turned around their declining sales trend. Now, with over a decade in the spa industry, Sandra uses her extensive knowledge of the American spa client to establish Glen Ivy Hot Springs as a world-class wellness destination.



### Chen Yankui

Member of the Central Committee of China Democratic National Construction Association (Special Committee of Culture and Tourism); Secretary-General of Ice & Snow and Hot Spring Tourism Association, Liaoning; Deputy Director of Road-trip and RV Campus Branch, China Tourism Automobile and Cruise Association; President of Liaoning Road-Trip Association

### Sun Ren Li

Zhuhai Ocean Spring Resort and Secretary of the Guangdong Hot Springs Tourism Association.