

BANA (UNITED STATES) AND FEMTEC: STRATEGIC AGREEMENT OF COLLABORATION

Balneology Association of North America, (BANA) the most important American SPA Association, joins the World Federation of Balneology (FEMTEC) with the intent of "resetting the world of balneology"

"Essential Practices in the world of Balneology in the Years of COVID-19", the recent online meeting organized by FEMTEC (<https://www.femteconline.org/?s=NEWS/0077-Round-table>) in addition to the comparison between the thermal strategies implemented by various countries in a period of high criticality for the sector, has led to the conclusion of an important agreement of strategic and operational collaboration between BANA, Balneology Association of North America, and FEMTEC, World Federation of Thermalism.

This important event in the history of world thermalism is the result of a development strategy of FEMTEC that began long ago with the Asian area and then with the South Pacific (Australia and New Zealand). In these continents, in fact, an innovative balneology and large investments in the environmental and health tourism sector are developing (<http://www.femteconline.org/news/index.php?a=@038-bathing-trail.txt>).

In this perspective, European thermalism can bring its important contribution of experience and activities concerning scientific aspects and preventive and health care potential, also through **the French (Afreth)** and **Italian (ForST)** Research Foundations.

Janett Abbott, President of BANA, and **Umberto Solimene**, President of Femtec, have expressed the will to concretely operate in synergy of development, creating training schools for wellness operators and informing the American medical class of the great therapeutic potential of thermal medicine.

BANA (<https://balneology.org/>) is a leader in the US thermal sector from the 2010, promoting initiatives of medical scientific knowledge, as well as wellness.

The agreement provides, among other topics, the establishment of a Joint Commission on standards, in a multi-year project of collaboration in different areas of activity: integrated spa medicine, exercise science, climatotherapy, naturopathy, bioenergetics, traditional Chinese medicine, ayurvedic, aesthetic medicine, wellness lifestyle, bio-architecture, management, and confirms the full availability of the U.S. organization also for a serious and innovative development of thermalism in the countries of Asia and the Pacific. All this will be coordinated, in collaboration with the Presidency, by the representative structure of FEMTEC in the area located in Chongqing (China), an area rich in spa facilities.

The setting and operational discussion of these issues will be discussed in the two editions of the 73rd FEMTEC Congress (**in April online and in November 2021** in presence) on the theme "*Practical Fundamentals of Spa Medicine: Prevention, Health, Economics*".

"The spas of the New World and those of Europe meet to collaborate on an innovative, serious and reliable balneology. In short : THERMAE 4.0," said FEMTEC ,President Umberto Solimene.