



Wellness & Health. New challenges today. Workshop International

**Club Habana | Congress Palace
28th -30th June - La Habana, Cuba**

2020 has marked a watershed moment in history, an extraordinary epochal shift. We have been called to readjust all levels of society, to envision new possibilities and overcome challenges that can lead to a healthier, more equitable and sustainable world. Wellness is a vital concept for restarting the world after COVID-19. The future of health and wellness are key pillars, in addition to ecology, the economy, and public safety.

An opportunity for people to improve their potential, improve the quality of life of communities and for governments to reduce health costs.

What trends are emerging in the world of health and wellness? How will the various markets, the vast industries, be transformed?

The \$4.5 trillion global wellness economy, growing twice as fast as the global economy, for 73% of global consumers, wellness is now considered an essential element. Reflecting on how to solve the socioeconomic, environmental, health and wellness challenges that lie ahead is a priority.

The great community that works in this sector plays a fundamental role in the new stage it faces; new concepts of integral medicine, lifestyles, food, travel and hospitality, as well as, in our homes, workplaces, social and environmental settings.

In recent international conferences it has become clear that the pandemic has allowed Balneology and thermal waters to be recognized for their influence in strengthening the system immune and facilitate rehabilitation. Essential services.

All this will bring about a change and new opportunities for Health and Wellness Tourism that will have to bet on training, digitization and offer innovative experiences in health and sustainability.

Restart, Renew, Re-establish the world with well-being, a current topic that is guiding discussions and experiences. To highlight the current transformation process, we have selected the topic of this Workshop:

"Wellness and health. New Challenges today"

The event will foster the necessary dialogue and collaboration between all stakeholders with workshops, interactive sessions, practical demonstrations, product promotions, B2B, business contacts and business opportunities.

We will explore the future of trends, research, innovation and training in health care, healthy and sustainable lifestyles with a positive mental approach in this new stage, for the well-being of all.

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SPONSORSHIPS

World Federation of Hydrotherapy and Climatology, FEMTEC

Institute for training of personnel in international organizations (ITPIO), Bulgaria

Russian International Academy of Tourism (RMAT)

European Association of Wellness medicine (AEMeB)

European Association of Patients and Users Thermal Centers (EAPTC)

Asian Pacific Institute for Hydrotherapy and Climatotherapy, Chongqing, China

Los Portales S.A: Producer and marketer of mineral waters and soft drinks Ciego Montero

Ministry of Tourism of Cuba

Cuban Society of Medical Hydrology

National Methodological Department of Medical Hydrology

National Department of Natural and Traditional Medicine

Cuban Society of Natural and Bioenergetic Medicine

National Department of Physical Medicine and Rehabilitation

Cuban Society of Physical Medicine and Rehabilitation

Faculty of Tourism of the University of Havana

Chamber of Commerce of Cuba

Intervestment and business Department MINSAP

Cuban Medical Services, SMC

Julio Díaz National Rehabilitation Center

University of Havana

ORGANIZING SECRETARIAT

SolyMed Events - Wellness and Health Time

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THE PROGRAMMING WILL FOCUS ON THE FOLLOWING THEMATIC AREAS

HEALTH, RESILIENCE AND WELLNESS VISION

- Nutrition and healthy eating
- Longevity healthy, active, safe and happy life expectancy.
- Rehabilitation in thermal centers, spa, thalassotherapy.
- Comprehensive well-being of women.
- Beauty and Health. Latest generation dermo-cosmetic treatments, natural and Bio.
- Fitness and mental health, finding balance
- Mindfulness and meditation. Health benefits and implications
- Natural and traditional medicine. Connect with nature, alternative forms of healing and relaxation. Therapies based on natural elements.

TRADITIONAL CULTURES AND WELL-BEING

- The art of doing Yoga. Guidelines and benefits for health, full and balanced life. Body wellness, hiking, meditation, mindful eating. Yoga retreats; different themes and approaches.
- Tai Chi. Exercises, energy balance as health promotion
- Ayurveda: Ancient Medicine. Prevention and maintenance of health

THE CREATIVE PROCESS OF MAKING ART. EXPRESSIVE THERAPIES AND EMOTIONAL WELL-BEING

- Dance movement therapy
- Music therapy. The effect of music on health, mind and emotions.
- Writing, reading and crafts therapy. Cognitive activities and mental health.
- The role of art. Drawing, painting, design, sculpture and mental well-being.

HEALTH AND WELLNESS TOURISM

- Invest in Wellness with innovative experiences in rural areas. Looking to the future, promoting the territory, local economies and sustainability.
- Digital marketing; strategies for the development of the sector.
- Promotion of natural environments and resources, local cultural and gastronomic experiences. Today's wellness challenges.
- The waters (thermal and marine) emerge as a market for investments. Thermae & Thalassa; opportunities for redevelopment, green infrastructure and modernization of existing centers in healthy natural destinations.



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TRAINING AND QUALIFICATION.

INTERNATIONAL CHAIR OF HEALTH AND WELLNESS TOURISM IN CUBA.

Unique in Latin America and the Caribbean. It contributes to the global demand for infrastructure and excellence in care and sustainable development in this current priority sector.

The Chair will allow increasing the positioning of the area as a leading destination in health and wellness tourism, a platform that will generate value by developing multisectoral integration programs, research, innovation, detection of trends, strategies such as seasonally adjusted tourism demand, as well as transfer of knowledge to the business sector, advice on business opportunities, technological solutions, with a staff of professors and experts from different countries.

Promote comprehensive health and all its components: physical, mental, spiritual, emotional, social and environmental.

A new vision for the future of wellness that summarizes key concepts and practices on a new path to healing and growth as the world emerges from the pandemic.

In the complex and extraordinary context that we are living in, the idea of well-being becomes even more challenging.

JOIN THE WELLNESS!



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ADDRESSED TO

Experts, professionals, technicians and health officials. Nutritionists, beauticians, physical educators, rehabilitators. Teachers and instructors of yoga and other disciplines related to traditional cultures, therapists of the disciplines that interact with the segments of health and wellness tourism. Entrepreneurs interested in the topic of investments, companies and agencies of the sector at an international level.

REGISTRATION FEE \$ 300 USD

Includes:

Participation in all congress activities, lunches, coffee breaks, welcome cocktail, closing ceremony, participation in an open investment forum and certificate of participation.

COMPANION REGISTRATION PRICE: \$ 150 USD

Includes:

Welcome cocktail, closing ceremony. Enjoy the beach, lockers and swimming pools of Club Habana and city tour of the City of Havana with transfers, guide and lunch.

For registrations, participation of sponsors, hotel reservations, B&B houses, car rentals, excursions, travel packages, pre- and post-event extensions

visit: www.wellnessandhealthtime.com

SPONSOR BENEFITS

- Meet national and international speakers, foreign and local institutional authorities create collaborations and productive synergies.
- Opportunity to carry out professional exchanges, negotiations with the main executives of the different health and tourism sectors.
- Presentation, promotion and recognition of your brand in an important market sector.
- Learn about new trends and business and investment opportunities in the sector at a regional and local level.
- Participate in all program and social activities of the event.

MODALITIES FOR PARTICIPATION OF SPONSORS

1. Invitation to lecturer or member of the Scientific Committee - \$ 1,595.00 USD

Land services (hotel 5* with buffet breakfast, 6 nights and transfers in/out airport)
Banner on the web page.
Logo on graphic materials, posters and in the program
Promotional material and logo on delegated folder or bag

2. Invitation to delegate - \$ 1,450.00 USD

Land services (hotel 5*with buffet breakfast, 6 nights and transfers in/out airport)
Registration fee
Banner on the website
Logo on graphic materials, posters and in the program
Promotional material and logo on delegated folder or bag

3. Participation in the Welcome Cocktail (min 100 participants) - \$ 5,500.00 USD

Banner on the website
Logo on the back of the invitations
Logo and poster in the Welcome Cocktail room.
Logo on graphic materials, posters and in the program
Promotional material and logo on delegated folder or bag

4. Promotional cocktail for delegates in a private salon with invitation (min 60 participants) - \$ 3,500.00 USD

Banner on the website
Personalized invitations
Logo and poster in the cocktail room
Logo on graphic materials, posters and in the program
Promotional material and logo on delegated folder or bag

5. Promotional dinner for delegates (min 20 participants) - \$ 2,300.00 USD

Banner on the website
Logo on the back of the invitations
Logo and poster at dinner restaurant
Logo on graphic materials, posters and in the program
Promotional material and logo on delegated folder or bag

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- 6. Participation in the Closing Buffet Cocktail (min 100 participants)- \$ 5,000.00 USD**
 - Banner on the website
 - Logo on the back of the invitations
 - Logo and poster in the Closing Cocktail salon
 - Logo on graphic materials, posters and in the program
 - Promotional material and logo on delegated folder or bag

- 7. Participation in 1 Coffee Break (min 100 participants) \$ 1,350.00 USD**
 - Banner on the website
 - Logo and poster in the coffee break room
 - Logo on graphic materials, posters and in the program
 - Promotional material and logo on delegated folder or bag

- 8. Satellite seminar in the workshop program \$ 1,200.00 USD**
 - Room available for 20 minutes
 - Publication of the seminar in the program
 - Banner on the website
 - Logo and poster in the seminar room
 - Logo on graphic materials, posters and in the program
 - Promotional material and logo on delegated folder or bag

- 9. Exhibition space \$ 1,800.00 USD**
 - Area in the main hall of the Event with table and chairs
 - Banner on the website
 - Logo on graphic materials, posters and in the program
 - Promotional material and logo on delegated folder or bag

- 10. Technical support for promotional spot in salon (monitor) - \$ 800.00**
 - Banner on the website
 - Logo on graphic materials, posters and in the program

- 11. Product promotion -\$ 600,00 USD**
 - Banner on the website
 - Logo on graphic materials, posters and in the program
 - Promotional material and logo on delegated folder or bag

- 12. Registration fee for a participant - \$ 550,00 USD**
 - Promotional material and logo on delegated folder or bag

- 13. Gift (gadget) to delegates at the inauguration - \$ 350.00 USD**
 - Assistant Welcome assistant
 - Logo on graphic materials, posters and program



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**For registrations, participation of
sponsors, hotel and B&B reservations,
car rental, excursions, travel packages,
pre- and post-event extensions:**

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ABSTRACT

The Organizing Committee invites you to participate actively contributing with your presentations to plenary sessions, workshops, panels, practical demonstrations and expositions, to this extraordinary opportunity to exchange experiences, results and innovations.

Send your abstract through the website or by email, completing the form before **April 30, 2021**.

The presentation will be accepted upon registration of the delegate to the Event.

FOR MORE INFORMATION, CONTACT THE ORGANIZING SECRETARIAT:

SOLYMED EVENTS Organization of International Congresses, Fairs and Events

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