

Asia Medical Tourism & Wellness Congress

GLOW 2010 : The New Age of Total Wellness

Leveraging from the Shift of the Consumer Market Towards a Healthy Work-Life Balance

13th & 14th May 2010
Kuala Lumpur, Malaysia



Ever wonder how the wellness industry is shifting beyond the consumer market to the corporate world?

Eager to leverage your wellness business to a totally different level with the latest trends and technology?

Wondering how wellness programs could increase revenues for your organisation?

www.glow2010.com

VMAC's GLOW 2010: The New Age of Total Wellness will provide you with the insights to further improve wellness industries and revealing the importance of implementing wellness programs in the corporate world



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About GLOW 2010

GLOW 2010 will be a significant regional event to the SPA and the Medical Tourism industry, as it provides a networking ground for wellness industries and it will be a place to spread the wellness concept to the corporate world. The congress will focus on how wellness industries could reach out globally and the latest trends and technology to keep the sustainability of the competitive industry. The big message of wellness would also be spread to the corporate world and providing an exposure to organizations on effective ways to implement successful wellness programs that will benefit employees and organizations.

The combination of Medical Tourism together with the SPA & Wellness sector in a congress **would be the first of its kind in the Asia & Middle East Region, and probably in the World.** Tourism has been a main source of revenue for countries in ASIA Region. For year 2008 tourist arrivals in ASIA **surpass 200 Million (According to World Tourism Organizations Data)** with revenue contribution of more than **USD11 billion** to the ASIAN countries. **Medical Tourism alone is Asia will be worth USD4.4 billion.** Enticing tourist to its country has become a main priority for many. Countries in Asia are aggressively promoting SPA & Wellness in their respective country to entice potential tourist.

GLOW 2010 would be a regional congress + expo that emphasises on the big theme of personal wellness among people. This unique and one of the kind congress will include 3 revenue driven industry such as:

Medical Tourism

Spa & Wellness

Workplace Wellness

(Corporate Sector)

The three different sectors have one thing in common. All are in the search of increasing wellness among humans. It will be an event where people gather and be exposed to everything relevant to their respective health and wellness. It will be beneficial to both the health and wellness providers and also people seeking to increase their wellness.



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Why you should Exhibit & Sponsor @ GLOW 2010

GLOW 2010 will gather senior level decision makers across the healthcare, wellness and corporate executives from around the world to brainstorm on issues concerning their industry. The senior executives attending are not only looking to discuss on the current issue but these group of highly targeted attendees is looking for the latest products and solutions that will give them the cutting edge to increase their bottom-line.

Do you have what they want?

If you have a unique product that can assist our delegates to increase their bottom-line, you are encouraged to sponsor and to exhibit your services to our delegates

Benefits of Exhibiting @ GLOW 2010

- Meet and do business with decision makers
- Increase brand awareness
- Position yourself as an industry leader
- Cost effectively reaches your target market in one place at one time
- An unparalleled opportunity to connect with senior executives, government representatives, regulatory officials and service providers who are shaping the industry
- Create new partnerships and alliances
- Develop relationships through new networking opportunities
- Benefit from tailor-made sponsorship packages, marketing, public relations and branding activities
- Showcase latest systems and applications to a targeted audience of decision makers

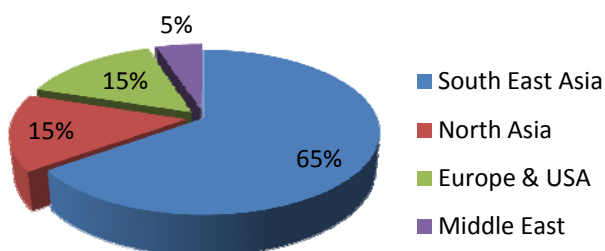
Exhibitors Profile: Medical Tourism

Private Hospitals
Travel Agents
Resorts
Hotels
International Health Insurance Carrier
Government Agencies
Medical services providers
Medical travel agencies
Health services brokers
Health and travel insurance companies
Property developers
Tour Operators
Government Export Promotion Departments

Exhibitors Profile: SPA & Wellness

SPA Operator
SPA Equipment
Aqua Equipment
Spa Supplies & Product
Service & System
Spa Facility
Aesthetic
Dry & Wet Spa Products and Services
Wellness Treatments, Applications and Therapeutic Accessories
Cosmetics for Face & Body Treatments
Essentials Oils & Natural Products
Medical Spa Equipment & Products
Furnishing & Decoration
Room Fragrances, Candles & Space Humidification
Spa Resorts, Hotels & Medi Spas
Health Spa & Spa Bath Management
Health Maintenance Plans, Programmes & Health Consultancy
Nutrition, Diet & Health Products
Relaxation Methods, Techniques & Music
Schools & Training Institutes
Spa Products Manufacturers & Distribution

Participating Exhibitors



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Delegates Profile

200-300 Conference Delegates Consist of Senior Decision Makers

50-100 Trade Exhibitors

>10,000 Professional Trade Visitors

Target Market

SPA & Wellness – Delegates will be mainly SPA & Wellness Operators, and Associations

General Manager, SPA Director, Spa Manager, Operations Manager, Recruitment Director, Masseur Coordinator, Head of Business Development, Head of Marketing, Head of Sales, Head of Procurements

Medical Tourism – Delegates will be coming from the Healthcare Related Industries i.e Hospitals, Ministries, International Insurance, Outbound Tour Operators, Association Bodies & Medical Committee

Chief Executive Officers, President Directors, VP/ Directors/ GM/ Senior Managers - International Marketing, Corporate Development, Business Development, International Patients Department, Public Relations, Head of Procurements, Network Manager

Workplace Wellness – Delegates will be coming from the MNC's & Public Listed Companies

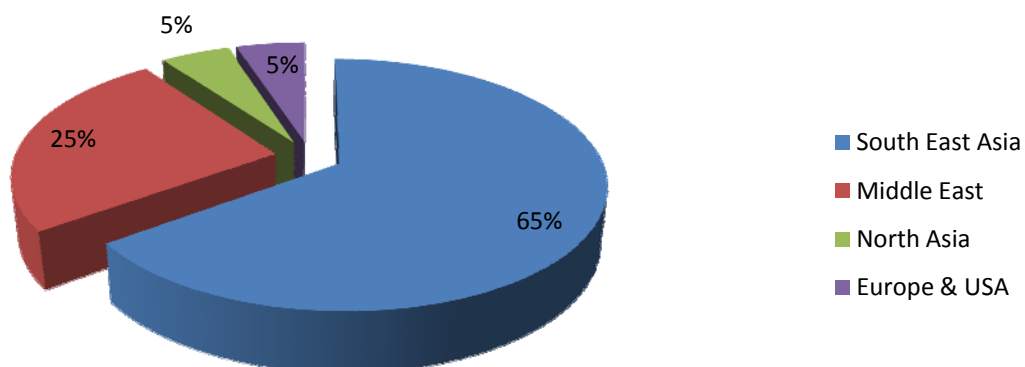
Chief Executive Officers, Chief Operating Officers, President Directors

VP/ Directors / GM / Senior Managers, Heads of: Human Resource Managers, Office Managers

Visitors Profile

Government Officials, Doctors, General Practitioners, Corporate Houses, MNCs, Venture Capitalists, Health Counselors and Analysts, Healthcare professionals, Healthcare Societies, Associations & Organizations, Hospitals, Clinics and Health Centers, Pharmaceutical Companies, Medical Tourism Companies, Retailers, Travel Houses, Airlines, Medical Tourism Facilitators, Outbound Tour Operators, Insurance Agents, SPA & Wellness Associates, General Public etc

Participating Delegates & Visitors



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