

Press release

For Immediate Release

**THE 2012 ANNUAL WORKSHOPS
BY BALI SPA AND WELLNESS ASSOCIATION**

Jimbaran, June 2012 - Bali Spa & Wellness Association (BSWA) successfully held their annual workshops for 2012 on April 30 at InterContinental Bali Resort. The event started off with the Annual General Meeting of Committee Members celebrating the 7th anniversary of BSWA. This was followed by workshop sessions with speakers sharing their knowledge about holistic traditional Usadha Bali, interactive sessions for therapists, a fun-filled competition for therapists in preparations to be trainers for beach masseuses, and mini bazaar and presentations from BSWA members and suppliers.

More than 150 spa industry participants, such as spa managers, therapists and beach masseuse attended the workshop sessions.

The seminar with Usada Bali featured themes Calm Body, Mind and soul with meditation hosted by Merta Ada and Traditional Holistic Healing. Special programs for therapist include Retail Tips by Pevonia and Brief Coaching to Be a Trainer from BSWA.

As part of its social program - Give back to the Community, BSWA held the second coaching workshop for Beach Masseuse, providing refreshment training to beach masseuses. The training topics were hygiene & sanitation by Ecolab, Customer service and Basic English by BSWA Executive Committee and Mega from Mandara Spa, and A Basic Massage Technique Training manual is provided and sponsored by PIBI school, Ibu Windiyati. This training will be followed by another similar workshop in Kuta and Sanur later this year. During this session BSWA had a therapist coaching competition joined by 50 beach masseuses participants, where the best team received an award. This workshop is also sponsored by BALI DAILY Jakarta Post the partner media for the event.

“In line with BSWA’s vision, through this workshop, we want to share our knowledge and expertise about advanced spa treatments and sanitation principles to all levels of spa industry players. Bali is named the Spa Capital of Asia, therefore we as the spa association want to ensure that we continuously provide quality treatment to spa-goers who visit Bali,” claims Lulu Widjaja, president of BSWA.

BSWA has various activities lined up for the remaining of the year, among them attending the Malaysia Wellness Spa association in July, Thailand Wellness and Spa Exhibition and Conference in September, Workshop in Lombok, and the annual Cosmo Beaute in Jakarta in October.



About BSWA

The Bali Spa and Wellness Association (BSWA) is a non-profit organization representing Bali's spa and wellness industry. The BSWA was established in 2005 to develop and promote Bali's spa offerings through education, exchange of ideas, networking and growth initiatives. For more information browse www.balispawellness-association.org.