



World Spa & Well-being Congress 2026

AT COSMOPROF CBE ASEAN, QSNCC



PRESS KIT · MEDIA INFORMATION

THE THEME OF WSWC 2026

T-BEAUTY REIMAGINED

Fusing Thai Wisdom, Wellness Science, Luxury & Longevity

DATE

26 June 2026

VENUE

QSNCC, Bangkok

ORGANISER

Thai Spa Association



A One-Day Stage for the Future of Thai Wellness

The World Spa & Well-being Congress 2026 brings Thailand's spa, wellness and beauty industry together for a single day of ideas, science and dialogue — held alongside Cosmoprof CBE ASEAN at QSNCC, Bangkok.

Under the theme **“T-Beauty Reimagined,”** the congress explores how Thai wisdom, wellness science, luxury and longevity are converging to shape a new global category. Six main-stage sessions run alongside three hands-on formulation workshops and a wellness pitch stage co-hosted with the Global Wellness Summit (GWS).

งานประชุมระดับโลกด้านสปาและสุขภาพะ ปี 2026 รวมผู้นำอุตสาหกรรม สปา เวลเนส และความงามของไทยไว้ในวันเดียว จัดร่วมกับงาน Cosmoprof CBE ASEAN ณ ศูนย์การประชุมแห่งชาติสิริกิติ์ — ภายใต้แนวคิด “T-Beauty Reimagined” ที่ผสานภูมิปัญญาไทย วิทยาศาสตร์ เวลเนส ความหรูหรา และศาสตร์แห่งการมีอายุยืน



Wellness Tourism

Regenerative travel & longevity retreats trend 2026.



AI in Wellness

Marketing, operations & guest experience.



Thai Traditional Medicine

Ancient knowledge meets modern science.



Luxury & Longevity

T-Beauty in the premium skincare market.

KEY FACTS

EVENT

World Spa & Well-being Congress 2026

DATE

26 June 2026 · 10:15–16:45

VENUE

QSNCC, Bangkok
(at Cosmoprof CBE ASEAN)

THEME

T-Beauty Reimagined

FORMAT

6 Sessions · 3 Workshops · 1 Pitch Stage

SPEAKERS

10 · Thai & International

LANGUAGE

English (S4 in Thai)

ORGANISER

Thai Spa Association (TSPA)

REGISTER

t.ly/y4KlK



Main Stage — Congress Sessions

10:15

11:00

Wellness Tourism Initiative Trend 2026 **S1**

Sunai Wachirawarakarn • Thai Spa Association & GWI

11:15

12:00

AI in Wellness: Transforming Marketing, Operations & Guest Experience **S2**

Samantha Dunn • ASWELL

12:00 – 13:00 • LUNCH & NETWORKING

13:00

13:45

Innovating Thai Traditional Medicine for the Global Perspective **S3**

Dr. Ketmanee Jongjiamdee & Dollaporn Mamaethong • Siriraj

14:00

14:45

Luxury is the New Thai: Can T-Beauty Win the Premium Skincare Market?

S4 • ภาษาไทย

HARNN • INGU • Praew • Minor Hotels

15:00

15:45

Skin Longevity: What's Real, What's Hype, and What's Next? **S5**

Dr. Wanviput Sanphasitvong • VitalLife & Samantha Dunn • ASWELL

16:00

16:45

Wellness Entrepreneurs Workshop & Pitch Practice **S6 • GWS**

Krod • Premjit • Dr. Wanviput • Dr. Natnaree



Three Signature Formulation Workshops



13:00-14:00 • W2

Thai Elemental Hair Mist

by TCFF

฿1,000

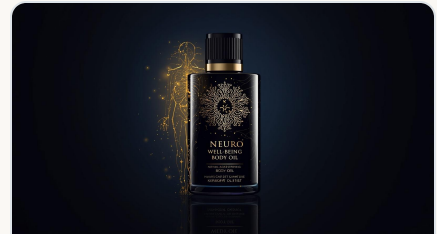


14:00-15:00 • W1

The Alchemy of Ambient Mist

by iamingredient x THEMYTH

฿1,000



15:00-16:00 • W3

Neuro Well-being Body Oil

by IplusQ

฿1,000

 **Bundle of 3 workshops • ฿2,000** (save ฿1,000). TSPA members receive 2 complimentary workshop seats.

Thai Elemental Hair Mist — rooted in Thai Elemental Medicine & ชาติเจ้าเรือน, ancient botanical wisdom translated into a modern hair-care formulation.

The Alchemy of Ambient Mist — explore the Fragrance Wheel and create your own signature ambient mist, with aromachology aligned to the body's circadian rhythm.

Neuro Well-being Body Oil — at the frontier of neuro-cosmetics: a body oil designed to support emotional balance & stress response.

Thai & International Industry Leaders



Sunai Wachirawarakarn

President · Thai Spa Association & GWI

Driving Thailand's position as a premium global wellness destination. Opens S1 · Wellness Tourism Trend 2026.



Krod Rojanasathian

Advisor to CEO, Chiva-Som · PR Director, Thai Chamber of Commerce

Steward of one of the world's most awarded wellness destinations. Judge · S6 Pitch Stage (GWS).



Dr. Wanviput Sanphasitvong

Physician & Business Dev Director · VitalLife, Bumrungrad

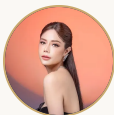
Focused on preventive & longevity medicine. Speaks S5 and judges S6.



Sanchai Nilthrongkol

Spa & Hospitality Director · HARNN International

Champions Thai botanical luxury on the global stage. Panellist · S4.



Padcha Supanimit

Beauty Editor (Praewnista) · Praew Magazine

Covers Thai beauty & wellness culture. Panellist · S4.



Samantha Dunn

Founding President · ASWELL

Global wellness consultant and educator. Leads S2 · AI in Wellness and joins S5 · Skin Longevity.



Premjit Phothiwaraparn

Regional Director, Spa & Wellness · Minor Hotels

Oversees spa & wellness across Minor Hotels' brands in Asia. Panellist S4 & judge S6.



Dr. Natnaree Bunsirapassorn

Preventive Medicine Specialist · BDMS Wellness Clinic

Specialist in regenerative & preventive health. Judge · S6 Pitch Stage.



Chayadhorn Kitiyadisai

Founder · INGU

A trusted Thai skincare-ingredient educator. Panellist · S4.



Dr. Ketmanee Jongjiamdee

Applied TTM Practitioner · Siriraj, Mahidol

PhD Applied Thai Traditional Medicine, bridging TTM with modern science. Speaks S3.

How to Attend

LICENSED MEMBER

TSPA members & ๙๙๙.-licensed spa operators

FREE

- ✓ All 6 congress sessions
- ✓ Networking & Exhibition
- ✓ 2 complimentary workshop seats

GENERAL PUBLIC

Industry professionals & the public

฿1,500 / person

- ✓ All 6 congress sessions
- ✓ Networking & Exhibition
- ✓ Workshops +฿1,000 / class

WORKSHOP BUNDLE

Hands-On · all 3 workshops

฿2,000

- ✓ All 3 classes · save ฿1,000
- ✓ With ingredient specialists
- ✓ Take your product home



PRESS & REGISTRATION CONTACT

Thai Spa Association

Register: t.ly/y4KlK

✉ info@thaispaassociation.com

📍 QSNCC, Bangkok · 26 June 2026

Media enquiries, interview requests and high-resolution assets are available on request from the Thai Spa Association at the contact above.

