

Wellness Symposium (Holistic Care & Well-aging)

April 10(Fri), 13:00 ~ 17:20 / Room.318

Wellness is one of the most noteworthy future trends; however, a clear future direction of the wellness from an industry perspective is not even firmly established. In order to turn wellness in health & beauty industry into a future growth engine, thorough review on current government policy and academic research on wellness as well as better understanding of wellness will be required. This wellness symposium will provide a place to share current progress and concerns on wellness in health & beauty industry and discuss the next steps and future direction with the representatives of Government, Academia and industry.

13:00 ~ 14:00 **Registration**

14:00 ~ 14:10 **Opening Speech**
YangHee Cho, R&D Executive Director, Amway Korea

SESSION CHAIR

Joong-Keun Lee, Director General, Bureau of Health Industry Policy, Korea Health Industry Development Institute (KHIDI), Korea

14:10 ~ 14:40 **Current Status, Government Policies, and Challenges**
Wu Seon Kim, Head Researcher, Senior-Friendly Industry Center, Korea Health Industry Development Institute (KHIDI), Korea

14:40 ~ 15:10 **Global Wellness Trend: Short Term and Long Term Goal for Quality of Life in the Industry Perspective**
Sheri Hunt, Senior Principle Research Scientist, Health & Beauty New Technology Team, Nutrilite, USA

15:10 ~ 15:40 **Development of Health and Functional Fitness Index for Successful Aging - Focus on Elderly People-**
Ho-Sung Nho, Professor, Department of Sports Medicine, Kyung Hee University, Korea

15:40 ~ 16:10 **Case Study: Wellness Programs and Products Development Strategy**
Tae Su Jang, Professor, Institute of food Industrialization, Institutes of Green Bio Science and Technology, Seoul National University, Korea

Panel Discussion

Chair **Soon Wook Hwang**, Team Manager, Beauty Cosmetic Policy Team, Bureau of Health Industry Policy, Korea Health Industry Development Institute, Korea

Panel **Kisun Nam**, Director, Division of Diet Research, Institute of Food & Culture, Pulmuone, Co. Ltd.

YangHee Cho, R&D Executive Director, Amway Korea

Sheri Hunt, Senior Principle Research Scientist, Health & Beauty New Technology Team, Nutrilite

16:20 ~ 17:20 **Oran Kwon**, Professor, Nutritional Science & Food management, Ewha Womans University, Korea

Ho-Sung Nho, Professor, Department of Sports Medicine, Kyung Hee University, Korea

Joong-Keun Lee, Director General, Bureau of Health Industry Policy, Korea Health Industry Development Institute (KHIDI), Korea

Wu Seon Kim, Head Researcher, Senior-Friendly Industry Center, Korea Health Industry Development Institute (KHIDI), Korea

Yun Hee Chung, Senior Research Fellow, Department of Test & Inspection, Korea Consumer Agency, Korea