

**4 JUNE - BEYOND FITNESS & WELLNESS STAGE**

**8.30 AM – 9.15 AM:** Beyond Experience – Registration, Opening of Experience Zones & Dedicated Time to Explore, Engage and Energise!

**9.15 AM – 9.30 AM:** WELCOME REMARKS: Is Our Industry in Good Health or Ill-Health?

- Ross Campbell, Founder & CEO, Beyond Activ

**9.30 AM – 10.15 AM:** OPENING KEYNOTE PANEL AND Q&A: Cementing Our Industry's Position Within The Wider Health Ecosystem

- David Prosser, CEO, Evolution Wellness
- Mike Lamb, CEO, Thailand, Fitness & Lifestyle Group
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)
- Stacy Anderson, President, Anytime Fitness, Purpose Brands

**10.15 AM – 11.00 AM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**11.00 AM – 11.20 PM:** KEYNOTE ADDRESS: The Key Trends Creating Opportunities And Challenges For The Global Fitness Industry In The Next 5 Years

- Bryan O'Rourke, CEO, Core Health & Fitness

**11.20 AM – 12.05 PM:** KEYNOTE PANEL AND Q&A: Luxury, Premium, Mid-Market, HVLP, Boutique – What Business Trends and Challenges Are Impacting Each Market Segment and Their Success?

- Harry Konstantinou, Group CEO, Viva Leisure
- Jarron Aizen, Founder & CEO, Hapana
- Matt Humphries, Chief Growth Officer, Ezypay (moderator)
- Paddy Murray, Global Vice President, Sales & Marketing, SPIA Cycling (Giant Group)

**12.05 PM – 12.45 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**12.45 PM – 1.00 PM:** KEYNOTE ADDRESS: Insights into Club Performance in APAC vs Globally

- Kinsey Livingston, Vice President, Sales, Mindbody + ClassPass

**1.00 PM – 1.45 PM:** KEYNOTE PANEL AND Q&A: Emerging Wellness and Longevity Trends, and How Business Are Incorporating These Into Their Growth Strategies?

- Arkadiusz Paszkowski, Senior Manager, Spa Operations, APAC, Marriott International
- Emlyn Brown, Global Vice President, Wellbeing, Accor
- Jeremy McCarthy, Group Director of Leisure, Spa & Wellness, Mandarin Oriental Hotel Group
- Jolin Ma, COO, Beyond Activ (moderator)
- Melanie Gleeson, Founder & CEO, endota spa

**1.45 PM – 2.30 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**2.30 PM – 2.45 PM:** KEYNOTE ADDRESS: Exploring Fitness & Wellness Consumer Trends and Behaviours

- Emmett Williams, Managing Director, Asia Pacific, ABC Fitness

**2.45 PM – 3.30 PM:** KEYNOTE PANEL AND Q&A: Innovation and Excellence in Member Engagement and Experience – Where Can Health, Fitness and Wellness Businesses Do/Invest More?

- Andrew Holder, Founder & Managing Director, Revo Fitness
- Porko Elango, Head of Fitness, Cult.fit
- Magdalena Schoeman, General Manager, Belgravia Health & Fitness
- Emmett Williams, Managing Director, Asia Pacific, ABC Fitness (moderator)
- Tara Jarrett, Founder & CEO, @pilates 24/7

**3.30 PM – 4.00 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**4.00 PM – 4.15 PM:** CLOSING KEYNOTE ADDRESS: Charting Industry Growth and Investment - A Global Snapshot

- Steve Newell, Vice President, Global Key Accounts (Health Clubs), Life Fitness

**4.15 PM – 5.00 PM:** CLOSING KEYNOTE PANEL AND Q&A: Attracting New Investors – How Can We Build A More Investable and Financial Robust Industry

- Andrew Huang, Managing Director and Head, Cross-border & Co-Head, Global Consumer, FountainVest Partners
- David 'Patch' Patchell-Evans, CEO, GoodLife Fitness
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

**5.00 PM – 6.00 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**6.00 PM – 7.00 PM:** Beyond Activ's Awards of Excellence – Icebreaker Networking Reception

**7.00 PM – 10.00 PM:** Beyond Activ's Awards of Excellence – Dinner, Entertainment, Awards Ceremony & Lifetime Achievement Award Presentation – KINDLY SPONSORED BY MATRIX

- David 'Patch' Patchell-Evans, CEO, GoodLife Fitness
- Ross Campbell, Founder & CEO, Beyond Activ

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## **4 JUNE - BEYOND HEALTH STAGE**

**08.30 AM – 9.15 AM:** Beyond Experience – Registration, Opening of Experience Zones & Dedicated Time to Explore, Engage and Energise!

**9.15 AM – 9.30 AM:** WELCOME REMARKS AND FIRESIDE CHAT: Is The Healthcare Industry in Good Health?

- Saraniya Dhurga, Head, Events, Beyond Activ

**09.30 AM – 10.15 AM:** OPENING KEYNOTE PANEL AND Q&A: Advancing Healthcare Models And Paradigms For Population Health And Healthspan

- Dato' Amir Firdaus Abdullah, Chairman & Group Managing Director, Aurelius Healthcare
- Dr. Dennis Serrano, President & CEO, St. Luke's One Healthcare System
- Abdulmajeed AlShowair, Vice President, Community Health Excellence, Riyadh First Health Cluster, Ministry of Health, Saudi Arabia
- Dr. Andy Poh, Honorary Professor, University of Birmingham (moderator)
- Dr. Eugene Shum, Director, Community Partnership, Regional Health System, SingHealth

**10.15 AM – 11.00 AM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**11.00 AM – 12.00 PM:** KEYNOTE PANEL AND Q&A: Charting Recent Investment Trends and Deal Flow into Today's Healthcare Industry - Where Are Operators, Investors and Financiers Placing Their Bets?

- Louis Tan, Managing Director, Investment and Healthcare Ventures, Patience Capital Group
- Scarlett Chen, Managing Partner, Verge HealthTech Fund
- Chris Hardesty, Partner, Pureland Venture (moderator)
- Dr. Eugene Hong, Executive Director, Healthcare & Pharmaceuticals, DBS Group
- Dr. Num Tanthuanit, Partner, Healthcare, EY

**12.00 PM – 12.45 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**12.45 PM – 1.00 PM:** KEYNOTE ADDRESS: The Future Intersections Of Healthcare, Digital Health, Population Health And AI

- Dr. Eleni Dimokidis, Healthcare Technical Lead, Asia Pacific & Japan, Amazon Web Services

**1.00 PM – 1.45 PM:** KEYNOTE PANEL AND Q&A: How is Technology, Digital Health and Artificial Intelligence Continuing to Reshape the Healthcare Industry, Patient Care and Their Outcomes?

- Dr. Eleni Dimokidis, Healthcare Technical Lead, Asia Pacific & Japan, Amazon Web Services
- Dr. Khoo Chow Huat, Managing Director, Hospital and Healthcare Operations, Sunway Healthcare Group
- Eric Wong, Group Chief Data and Strategy Officer, National Healthcare Group, Singapore
- Maurice Tan, Programme Director, NUS Yong Loo Lin School of Medicine (moderator)

**1.45 PM – 2.30 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**2.30 PM – 2.40 PM:** KEYNOTE REMARKS: Emerging Investment Opportunities in Vietnam's Health & Wellness Landscape?

- H.E. Tran Phuoc Anh, Ambassador to Singapore, Vietnam Government

**2.40 PM – 3.30 PM:** KEYNOTE PANEL AND Q&A: Disrupting the Status Quo – Meet the Entrepreneurs and Innovators Redesigning Tomorrow's Health Ecosystem (Platform, Product, People and Process)

- Dato' Amir Firdaus Abdullah, Chairman & Group Managing Director, Aurelius Healthcare
- Dane Fort, Co-Founder and Co-Chairman, California Wellness Group
- Deepak Sahni, Founder & Chairman, Healthians
- Dr. Steven Tucker, Founder, Tucker Medical Singapore and Medical Director, Cedars-Sinai Office, Singapore (moderator)
- Dr. Tsin Uin Foong, Co-Founder & Chief Medical Officer, Osler Health International

**3.30 PM – 4.00 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**4.00 PM – 5.00 PM:** CLOSING KEYNOTE PANEL AND Q&A: Embracing the New Wellness Frontier - Changing Mindsets, Habits and Practices to Incorporate Preventive Health and Longevity Science

- David Boucher, CEO, Bumrungrad International
- Dee Truong, Group Chief Commercial Officer, Hoan My Medical Corporation
- Dr. Terence Tan, Head - Health, Life, Sustainability Business Development, Amazon Web Services (moderator)
- Professor Brian Kennedy, Director, Centre for Healthy Longevity, National University Health System, Singapore
- Professor Jiri Dvorák, Co-Founder, BDMS Wellness Clinic and Schulthess Clinic

**5.00 PM – 6.00 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**6.00 PM – 7.00 PM:** Beyond Activ's Awards of Excellence – Icebreaker Networking Reception

**7.00 PM – 10.00 PM:** Beyond Activ's Awards of Excellence – Dinner, Entertainment, Awards Ceremony & Lifetime Achievement Award Presentation – KINDLY SPONSORED BY MATRIX

- David 'Patch' Patchell-Evans, CEO, GoodLife Fitness
- Ross Campbell, Founder & CEO, Beyond Activ

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## **5 JUNE - BEYOND FITNESS & WELLNESS STAGE**

**8.30 AM – 9.15 AM:** Beyond Experience – Registration, Opening of Experience Zones & Dedicated Time to Explore, Engage and Energise!

**9.15 AM – 9.35 AM:** OPENING KEYNOTE ADDRESS: What Next, Where Next for Member Experience and Experience

- John Young, Vice President, International, Matrix

**9.35 AM – 10.15 AM:** KEYNOTE PANEL AND Q&A: New Platforms, New Products, New Ideas - Exploring Trends and Innovations in Fitness and Wellness Equipment & Technology

- Enrico Klauer, CEO, MECOTEC
- Nad Myan, Group Director, Innovation & Corporate Growth, Goodlife Fitness
- Paul Bowman, CEO, Wexer (moderator)
- Robert Sawhney, CEO (APAC) and Chief Commercial Officer, Watson Gym Equipment
- Sander van den Born, Executive Vice President, International, Purpose Brands

**10.15 AM – 11.00 AM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**11.00 AM – 11.15 AM:** KEYNOTE ADDRESS: What Trends Are Impacting Fitness & Wellness Businesses?

- Ieuan Owen, CRO, Fitness & Wellbeing, Xplor Technologies (moderator)

**11.15 AM – 12.00 PM:** KEYNOTE PANEL AND Q&A: Can The Franchise Juggernaut Be Stopped?

- Alex Walter, Director, Asia-Pacific, Life Fitness
- Francis Dowdle, Chief Business Development Officer, KX Pilates
- Ieuan Owen, CRO, Fitness & Wellbeing, Xplor Technologies (moderator)
- Mike Nysten, Founding Director, World Gym Australia
- Vikas Jain, CEO, Anytime Fitness India

**12.00 PM – 12.45 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**12.45 PM – 1.05 PM:** KEYNOTE FIRESIDE CHAT: The Future of Group Training - What is the Research Showing Us, Where Does Its Future Lie?

- Cameron Falloon, Founder, BFT
- Jolin Ma, COO, Beyond Activ (moderator)

**1.05 PM – 1.50 PM:** KEYNOTE PANEL AND Q&A: Disrupting the Status Quo – Meet the Entrepreneurs and Investors Impacting the Traditional Health and Fitness Ecosystem

- Anna Michau, Business Owner and Master Franchisee, GCC and SEA, Vaura Pilates
- Ashley Owens, Co-Founder & CEO, Derrimut Gym
- Ben Woolford, Co-Founder & CEO, REVL
- CJ Lee, Co-Founder, MOVE Private Fitness
- Kinsey Livingston, Vice President, Sales, Mindbody + ClassPass (moderator)

**1.50 PM – 2.30 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**2.30 PM – 3.15 PM:** KEYNOTE PANEL AND Q&A: What Emerging Business Challenges and Operational Strains Are Businesses Now Facing?

- Allie Mairs, Director, Sales (Asia Pacific), Mindbody + Classpass
- Blair Campbell, CCO, Beyond Activ (moderator)
- Blake Jackson, Operations Support Lead, Master Franchisees (APAC), Lift Brands
- Dr. Richa Mishra, Vice President, Operations, Anytime Fitness India
- Melinda Yon, Corporate Spa and Wellness Consultant, Capella Hotel Group

**3.15 PM – 4.00 PM:** CLOSING KEYNOTE FIRESIDE CHAT: Delivering New Wellness Services, Concepts, Solutions, Experiences & Facilities

- Allie Mairs, Director, Sales (Asia Pacific), Mindbody + Classpass
- Blair Campbell, CCO, Beyond Activ (moderator)
- Chunxia Gao, Global Director, Development & Wellbeing, Discover Collection
- Rey Bolivar, CEO, PURE Group

**4.00 PM – 5.00 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**5.00 PM:** Close of Beyond Activ World 2025

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**5 JUNE - BEYOND SPORTS STAGE**

**8.30 AM – 9.15 AM:** Beyond Experience – Registration, Opening of Experience Zones & Dedicated Time to Explore, Engage and Energise!

**9.15 AM – 9.45 AM:** WELCOME REMARKS AND FIRESIDE CHATS: Government Plans, Policies and Projects to Develop Sports – From Grass Roots Engagement to Elite Performance

- Roy Teo, Chief, Industry Development, Sport Singapore
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

**9.45 AM – 10.15 AM:** SPECIAL GUEST ADDRESS: Exploring Commercial Sports Trends – Where is Investment Flowing and to What Effect?

- Loron Orris, Founding Partner, Asia Sports Tech
- Jean-Baptiste Roy, Founding Partner, Asia Sports Tech

**10.15 AM – 11.00 AM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**11.00 AM – 12.00 PM:** KEYNOTE PANEL AND Q&A: Developing Successful Sports Partnerships Between Government, NGOs and Industry - Lessons Learned, Best Practice, Pitfalls, Emerging Opportunities.

- Asahi Takano, Partner & Head, Asia Pacific, Portas (moderator)
- Bernard Tan, Board Member, Singapore Sports School and Past President, Football Association of Singapore
- Mark Chay, Incoming Secretary General, Singapore National Olympic Council (SNOC)
- Sidney Kumar, General Manager, Singapore Rugby Union
- Trina Liang-Lin, Managing Director, Sidra Capital and President, Netball Singapore

**12.00 PM – 1.00 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**1.00 PM – 2.00 PM:** KEYNOTE PANEL: Building Successful Local and National Sports Ecosystems That Can Contribute To Community, Enhance Population Health, and Partner International Franchises on Their Growth.

- Choong Luen Lien, President, Singapore Athletics
- Edwin Ker, Executive Director, Singapore Aquatics
- Rocky Chow, Executive Director, Rugby For Good
- Russell Harrison, CEO, Spartans Boxing Club
- Sean Tan, Founder/CEO, RX Health and Director, Strategy & Growth, POP Padel (moderator)

**2.00 PM – 3.00 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**3.00 PM – 4.00 PM:** CLOSING KEYNOTE PANEL AND Q&A: Delivering Elite Performance – How Are Companies, Clubs and Coaches Ensuring Optimal Results for Their Athletes and Competitors?

- Andrew 'Woody' Wood, Co-Founder and Director, Strength & Conditioning, Bangtao Muay Thai & MMA
- Dr. Chun Wei Su, Chief, Sport Singapore Institute
- Dr. Vellapandian Ponnusamy, CEO, National Sports Institute of Malaysia
- Joseph Schooling, Olympian and Entrepreneur

**4.00 PM – 5.00 PM:** Beyond Experience – Dedicated Time to Explore, Engage and Energise!

**5.00 PM:** Close of Beyond Activ World 2025