

Mandara and Anantara, an Individually Tailored Spa Collection

Interview with Naim Maadad, Managing Director of Minor Spas Global & Hotels ME

By Fifi Kao

From the headquarters of Minor Spa in Bangkok, Thailand, Naim Maadad sets the direction and drives business growth. He is a dynamic leader overseeing the positioning and future requirements of both current and new brands of MSpa International, as well as overseeing sourcing new hotel development contracts in the Middle East.

With over 21 years in the hospitality business, Naim's career has evolved over the years. He worked with Six Senses Resorts & Spas as Managing Director, Resorts & Spas - Middle East, Conrad Hilton, Hayman Island, Burj Al Arab and Sheraton across Australia, Asia, Japan and the Middle East. An Australian national with an MBA from Oxford Surrey University, Naim has wonderful business credentials, and is passionate about wine & food. Naim is also multi-lingual speaking Japanese, French and Italian.

Naim is one of those spa industry people who never has time for spa relaxation. He could be exhausted physically taking flights to four or five locations in seven to ten days, but somehow he is still energized the next morning, ready to work. His management style is dynamic, with active participation from his team. SpaChina asked him to learn more about his brand and his company.

Please introduce Minor group to our readers.

Minor group operates the Anantara Spa, Mandara Spa brands, Aequalis Brand as well as an individually tailored spa collection throughout Thailand, the Maldives, East Africa, the Middle East and China. We now have 36 spas at these locations.

What's the difference between Mandara Spa brand and Anantara Spa brand?

Thank you for this important question. Let me take time and explain each of our brands and highlight what makes them unique...

The Mandara Spa experience exemplifies luxurious pampering, inviting guests to transcend, transform and trust the moment. The name stems from the ancient Sanskrit legend of a god's quest to discover a magical elixir of eternal youth. This legacy of Mandara philosophy is reflected in the unique and exotic spa treatments that replicate timeless radiance and vitality with an emphasis on cultural traditions.

Anantara Spa journeys embrace the indigenous roots of their locale through an exotic, passionate integration of architecture, treatments, service and ambience. Wellness traditions that transcend expectations are accentuated by a line of signature spa products, ensuring that guests leave with amazing stories of the heartfelt hospitality that lies at the heart of every Anantara experience.

Aequalis honors traditional spa rituals while redefining modern, cutting edge spa experiences to be healthy, beautifying and rejuvenating. By harmoniously blending the healing qualities of nature, refreshing, meaningful lifestyle journeys are cultivated from advanced spa intelligence and precise, result-oriented techniques. The infusion of sensual elements generates an intrinsic balance in both spa design and therapy menus, promoting the Aequalis brand's dynamic fluidity.

What is Individually Tailored Spa Collection?

Extraordinary concepts are born from each client's specific needs. Synergy with their existing hotels and brands is achieved through the harmonious blending of architecture, design, spa therapists and treatments which converge to define the brand. From feasibility to brand development and growth, MSpa International marries our global experience, expertise and powerful network with the finely tuned requirements of our individually branded partners.

Compared with other spa brands, what makes MSpa international unique?

As a complete solution provider in the SPA industry, what sets MSpa International as unique is our 'glocal' approach to spa development, offering customized individually tailored brands to suit any target market and our advanced spa training center. MSpa International Limited defines industry trends, provides inspiration, and exceeds the expectations of all our stakeholders.

Mandara Spa

三亚 Sanya

Sheraton Sanya Resort, Sanya, Hainan
海南省三亚市亚龙湾国家旅游度假区
三亚喜来登度假酒店

Tel: +86 898 8855 8855 ext. 8497/8498

上海 Shanghai

6F, Tomorrow Plaza, Shanghai

上海市南京西路399号明天广场6楼

Tel: +86 21 5359 4969 ext. 6798/6799

深圳 Shenzhen

4F, Marco Polo, Shenzhen

广东省深圳市福田区福华一路
深圳马哥孛罗好日子酒店4楼

Tel: +86 755 8298 9888/8589/8590

Anantara Spa

北京 Beijing

The Great Wall, Kempinski, Beijing

北京市八达岭高速路水关长城出口
长城脚下的公社凯宾斯基饭店

Tel: +86 10 8118 1888 ext. 5100/5101

上海 Shanghai

3F, The PuLi Hotel and Spa, Shanghai

上海市常德路7号上海璞丽酒店3楼

Tel: +86 21 2216 6899

