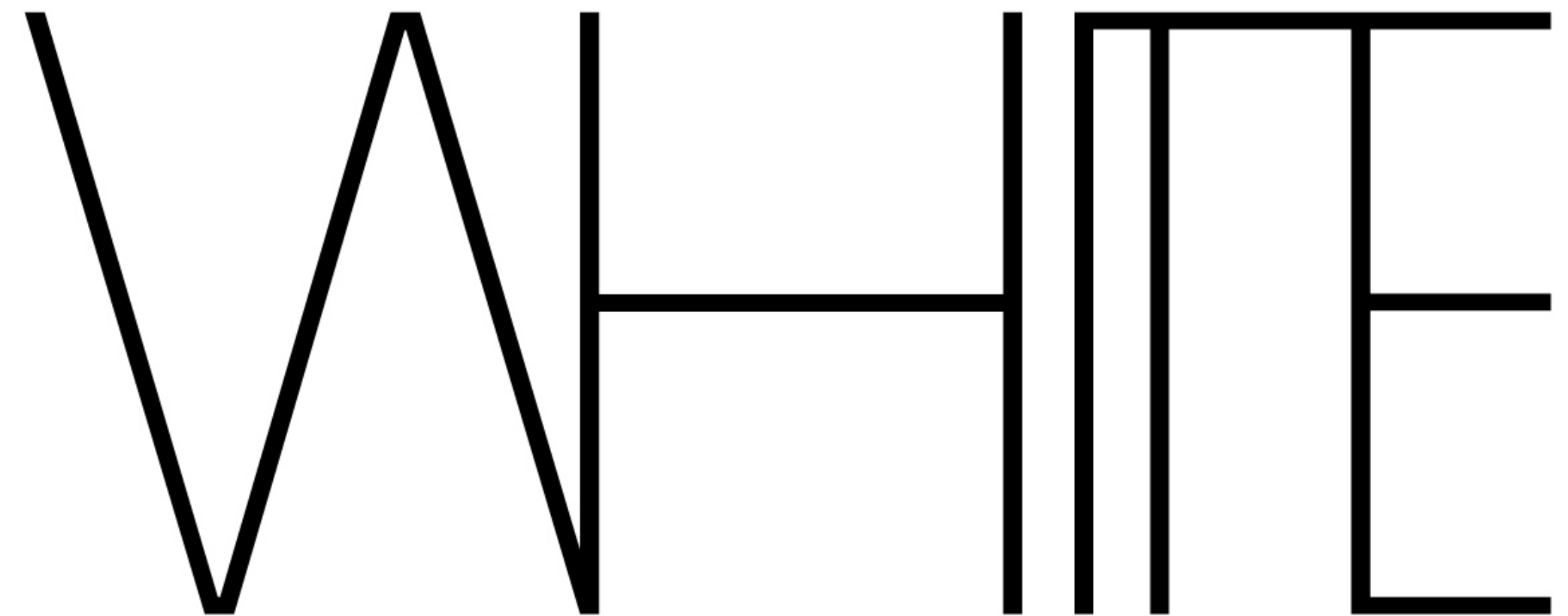


公司简介

WHITE (HK) Ltd

The logo consists of the word "WHITE" in a bold, black, sans-serif font. The letters are closely spaced and have a modern, geometric feel. The 'W' is particularly prominent with its sharp angles. The 'H' and 'E' also have clean, straight lines. The entire logo is contained within a white rectangular box with a thin black border.

www.whiteinwellness.com

WHITE是一个充满活力，富有创新精神和无限创意的公司。它致力于开发具有商业价值，真实可行且具有前瞻性的项目与产品，最大限度达到顾客和投资方的期望值。

WHITE是您遇到问题时的解决者。
WHITE认为所有项目和业务都是独一无二的，需要对个体进行全方位的观察和研究，量身定制的解决方案才能确保其获得成功。





远景

被公认为业内领先的创新型健康与酒店业务咨询公司。不断提高利益相关者的忠诚度和价值。

价值观

与众不同
有效沟通
忠诚可靠
充满热忱
兼容并蓄
天天求进



权威认证与行业协会

行业协会的奖项评委

董事会成员（自愿非营利性）

全球会议的演讲者



权威认证与行业协会

全球健康日大使 - 香港
(非营利性)



全球健康日是一个非营利性的宣传日活动，一个致力于生活与健康的社会项目。全球健康日的目的是提出这样一个问题，即使只有一天，“我怎样才能过得更健康，更美好？”，将个人和社会的思想引向“生活得更美好”，并提高社会大众对此的认知度。

下一届GWD将于2020年6月13日（每年6月的第二个星期六）举行

www.globalwellnessday.org

我们要做的

很简单

让我们来解决您尚未找到答案的问题。

我们所做的

						
市场研究与可行性	主题概念和品牌	设计和技术服务	筹建期服务	管理服务	营销和活动解决方案	时间
<ul style="list-style-type: none">•竞争者和市场分析。•初始财务可行性研究。•初步主题概念推荐。•初始区域战略研究。•人员编制初稿。•合作伙伴/专业设备建议书。 <p>启动会议并参与协调设计。</p>	<ul style="list-style-type: none">•主题概念简要发展。•战略与定位。•服务程序。•开发独特的关键点。•主题概念区域化发展。•参与协调设计所有印刷品和标识。•与合作方协调沟通。	<p>原理图设计阶段</p> <ul style="list-style-type: none">•完成营业和后场区域的泡沫布局。 <p>专业的机械水电工程分析</p> <p>详细设计开发</p> <ul style="list-style-type: none">•完成详细的设计要求。•人员配置指南。•偏差分析报告。•营运备品预算。•查看固定资产明细。 <p>施工 交付</p> <ul style="list-style-type: none">•设计，建造和质量检验。•固定资产与营运备品的交付和安装。•缺陷和潜在问题报告。•监督缺陷纠正。	<ul style="list-style-type: none">•关键路径规划和执行。•财务报表准备。•员工培训。• <p>同化解决方案</p> <ul style="list-style-type: none">•与Xin Performance – QTX 公司合作。 <ul style="list-style-type: none">•业务政策制定。•项目开发。•软件管理解决方案•人力资源和招聘支持。•异地业务支援。	<ul style="list-style-type: none">•全面运营管理或咨询。•绩效审计，分析和建议。•销售，营销和促销发展。•电子商务解决方案。 <p>RIZE公司</p> <ul style="list-style-type: none">•智能化商务和预订系统。	<ul style="list-style-type: none">•市场营销策划与协调。•活动理念与规划。•社交媒体营销支持（内容和参与）。•组织活动。	<p>TIME是由WHITE创建的独家水疗和健康服务品牌</p> <p>www.timeinwellness.com</p>

商业案例

GALAXY ENTERTAINMENT GROUP

Appointed Brand and Operations Consultant by Galaxy
Entertainment Group.



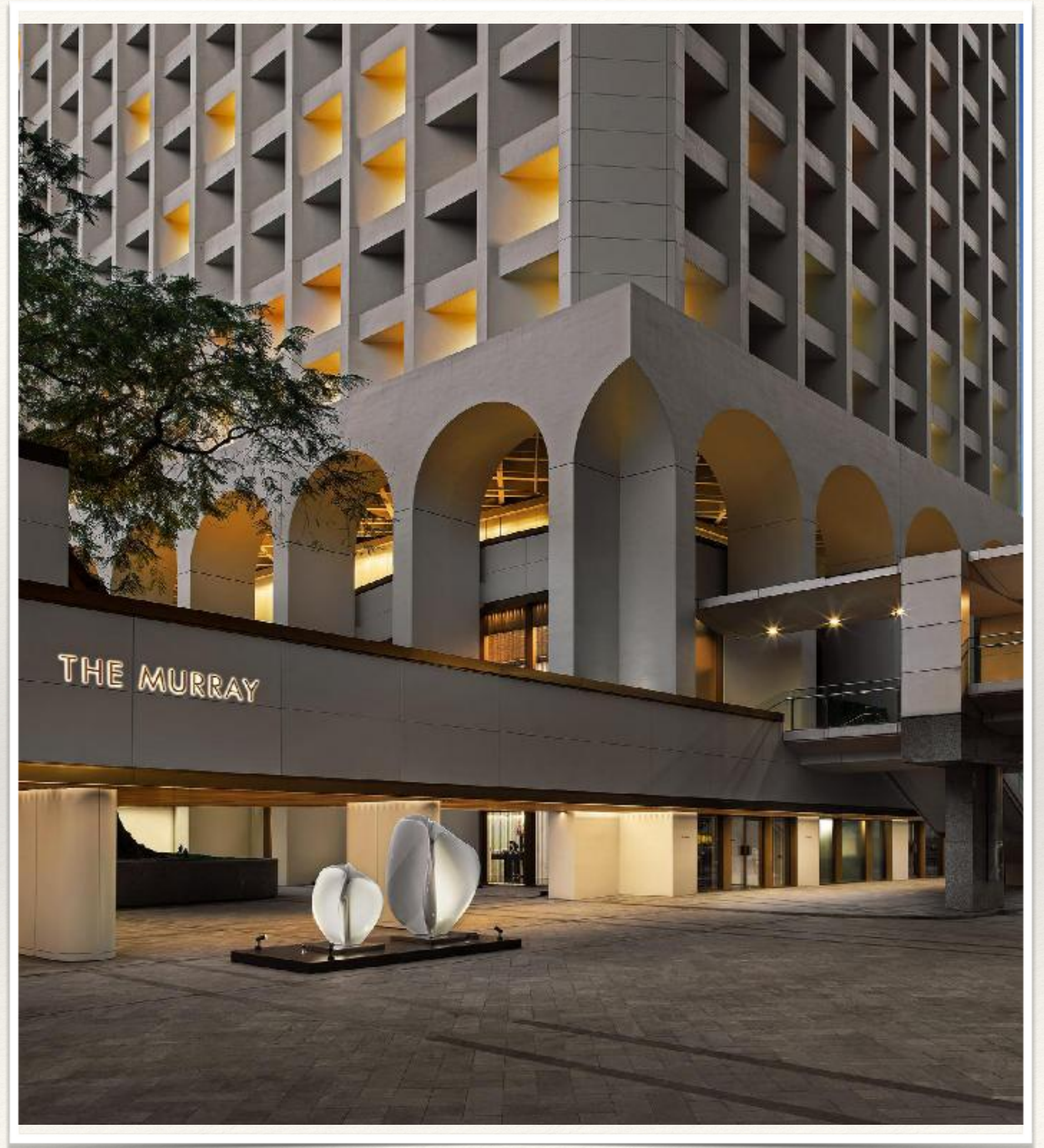
商业案例

THE MURRAY, HONG KONG

Appointed as Pre-Opening Project, Technical & Operations Consultant for the wellness facilities.

Inc. Spa, Fitness Studio and Swimming Pool.

Opened: - 2018



商业案例

EDSA, SHANGRI-LA, MANILA

Appointed as Management Consultant.

Full management consultancy provide hands on day to day management guidance of the iconic Chi Spa.

- Operational
- Financial
- Marketing & Events



商业案例

NICCOLO HOTEL, CHANGSHA

Appointed as Pre-Opening Project, Technical & Operations Consultant for the wellness facilities.

Inc. Spa, Fitness Studio and Swimming Pool.

Opened: - 2019



商业案例

THE LANGHAM HOTEL, SAN FRANCISCO

Appointed as Project & Technical Consultant for the wellness facilities.

Inc. Spa, Fitness Studio and Swimming Pool.

Opened: - 2022



Barry White - 总监

拥有超过25年的酒店和健康行业经验。 Barry热衷于开发真实可行，独特创新的服务体验，同时确保业务的可持续发展，通过创业驱动不断努力重新定义运营和商业的边界。

热忱的领导者

Barry能将他的团队围绕着一个共同目标紧密地团结在一起，激励并引导他们大胆创新，克服困难，将他们的努力成果提高到新的高度。由于他出色的影响力和领导力，和善于协商谈判与授权委任的特长，他在启动和激励跨职能团队以实现多元化发展方面拥有良好的口碑。

经验丰富的酒店/健康行业高级管理者

Barry曾在多家世界级豪华酒店和生活品牌集团中担任全球管理者职务，包括康莱德酒店，兰德马克集团，朗廷酒店集团，香格里拉酒店及度假村和尼依格罗酒店及度假村。他丰富的从业经验，深入的酒店健康专业知识，这些都有助于提高他所主导的业务的成功率。

Barry是一位领先的行业变革者和有远见卓识的人，经常作为演讲者和小组讨论成员出席重要的行业会议，分享他的成功经验和独特见解。这些会议包括世界水疗和健康公约组织，全球健康峰会和亚太水疗和健康联盟圆桌会议等。

战略项目和运营

Barry是一位具有战略眼光和以结果为导向的领导者，能在预算范围内按时交付项目并取得出色的业绩。在他的整个职业生涯中他不断地在新市场中建立品牌的权威性，尊重并讲述品牌的传承，在这方面他似乎具有与生俱来的品牌推广能力。

通过开发创意项目和运营概念，他成功并战略性地将业务与各自的目标受众结为同盟。他的多元化方法帮助他领导并支持其投资组合中的公司实现无与伦比的业绩增长和市场扩张。



参与项目概要

中国

- Cordis, Beijing Capital Airport
- The Niccolo, Changsha
- Cordis, Dongqian Lake
- The Langham, Haikou
- The Murray, hong Kong
- Langham, Hong Kong
- Cordis, Hong Kong
- The Langham Xintiandi, Shanghai
- The Langham Place, Haining
- The Langham Place, Ningbo
- The Langham Place, Guangzhou
- The Langham Shenzhen
- The Yangtze, Shanghai
- Cordis Hongqiao, Shanghai
- The Langham, Hefei
- The Langham, Xiamen

北美 & 英国

- The Langham, New York
- The Langham, Chicago
- The Langham, Boston
- The Langham, Pasadena
- The Langham, London

亚洲& Middle East

- The Langham, Jakarta
- The Langham Palm, Dubai (NO)
- The Langham, Jeddah, Saudi Arabia
- Rawi Warin Resort & Spa, Koh Lanta, Thailand
- Le Meridian Resort & Spa, Koh Samui, Thailand
- New Delhi, International & Domestic Airport
- Al Messila Resort & Spa, Qatar, Doha. (NO)

大洋洲

- Cordis, Auckland
- The Langham, Melbourne
- The Langham, Sydney



23rd April 2018

To Whom It May Concern

Ref: Reference of Work for Barry White

I worked with Barry for 5 years at Langham Hospitality Group, whilst I was Vice President Design & Technical Services.

Barry was responsible for all aspects of the spa and wellness division, including but not limited too;

- Market research.
- Concept/ brand development.
- Detail design development.
- FFE/ OSE compilation.
- Pre-opening.
- Operational Management

Barry is highly professional, creative, innovative and versatile whilst maintaining keys project deadlines. Barry is well regarded in the hospitality wellness industry given his extensive international experience. Whilst a great team player, Barry also work independently to articulate the vision of the Chuan Spa brand throughout the global portfolio.

I would highly recommend Barry to any company, should they require his services.

Please do not hesitate to contact me should you require any further information.

Kindest regards

Sascha Lang
Chief Technical Officer, Katara Hospitality
Ph: +974 6686 2323
E-mail: Sascha.lang@katarahospitality.com



9 May 2018

To Whom It May Concern:

I highly recommend **Mr. Barry White** who has consulted for Chi the Spa based at Edsa Shangri-La from June to December 2017.

During this time Mr. White has assisted us with all facets of the spa from strategy, operations efficiency, financial reviews, guest experience, training, product development, conceptualization of events and set a road map for the team.

Mr. White is very well versed with the spa and wellness business, extremely organized, reliable, works independently and is able to follow through to ensure that the quality standards expected are strictly observed and implemented.

Mr. White would be a great asset for your company and has my highest recommendation. If you have any further questions please do not hesitate to contact me.

Sincerely,

Amit Oberoi
General Manager

THE MURRAY
HONG KONG

2nd May 2018

To whom it may concern,

I am writing this letter to recommend to you the excellent services of WHITE; Wellness, Spa and Fitness Management services. Barry White has been working with The Murray, Hong Kong, since August 2017 up until April 2018 to assist in providing services in the setup of the Wellness facilities.

WHITE has really helped our company throughout the opening process.

I am confident about the services of WHITE and I can surely recommend the services. Feel free to contact me for any questions you might have.

Regards,



Duncan Palmer
Managing Director
The Murray, Hong Kong
duncan.palmer@niccolohotels.com

DUNCAN R PALMER, MANAGING DIRECTOR

A NICCOLO HOTEL

22 COTTON TREE DRIVE, CENTRAL, HONG KONG T +852 3141 8888 NICCOLOHOTELS.COM

NICCOLO
CHANGSHA

21st May 2019

To Whom It May Concern:

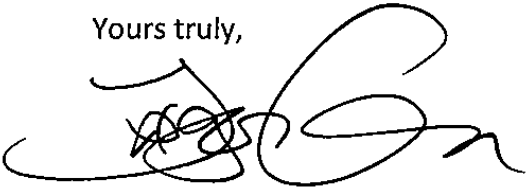
Recommendation Letter for Barry White

Barry White and **WHITE Spa | Fitness | Wellness** helped the preopening setup, training and guidance of the team at Niccolo Changsha and The Spa at Niccolo to achieve a very successful opening. We were delighted to partner with Barry White joining our preopening effort resulting in immediate positive cash flow and business growth. Throughout the exchanges and meetings that we had with him we were able to take advantage of his wealth of knowledge and long earned expertise in how to effectively position, market and promote a successful Spa and Wellness Center operation. This included hands-on recommendation, guidance and physical presence during the opening period as well as tailored training and proposals on which products and partners we were recommended to work with.

The most powerful and most effective takeaways were without a doubt the structure, the reporting systems and the one on one coaching with our spa team that was offered. This was tremendously powerful and it effectively set us on a path of success that is benefitting us financially by consistently exceeding financial benchmarks and budget.

We are grateful for the help, assistance and professional attitude provided by Barry White. Without his involvement we would not have been as progressed in our development phase as we are today.

Yours truly,



Jørgen Christensen
General Manager
NICCOLO CHANGSHA
Jorgen.Christensen@niccolohotels.com

Niccolo Changsha - Tower 1, Changsha IFS, 188 Jiefang West Road, Furong District, Changsha, Hunan Province 410005, China
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Tel 电话 +86 731 8895 8888 niccolohotels.com

联系方式

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香港注册公司

WHITE

