

# Nuad Thai Nordic Newsletter

## Issue 1, Jan – Mar 2023



ThaiWISE – Hela Människan i Malmö

## Welcome to the first issue for 2023!



NUAD THAI NORDIC Center in the Mobilia shopping center

We are pleased to share the most recent news from ThaiWISE – Hela Människan i Malmö, in collaboration with the Malmö Municipality.

We are particularly proud to report on our program for the Certification of Ethical

Nuad Thai Businesses: Malmö Model and the launch of our NUAD THAI NORDIC: Training & Certification Center.

In 2023 we plan to expand our certification program within Sweden and to other Nordic countries.

## NUAD THAI NORDIC: Learning & Certification Center

*A milestone for Nuad Thai (Thai massage) in the Nordic region!*

### How ThaiWISE started

In 2019 ThaiWISE started its work to develop the potential of Thai women in Sweden, with a particular focus on women working in the Thai massage industry in Malmö.

In the past four years, in partnership with the Malmö Municipality, NyföretagarCentrum Öresund and the Royal Thai Embassy in Stockholm, the project has progressed and expanded.



Launch of NUAD THAI NORDIC: Training & Certification Center

In 2021, ThaiWISE initiated the Certification for Ethical Nuad Thai

Businesses: Malmö Model. This program equips business owners with the information they need to follow Swedish laws and regulations, and ensures they are trained in Nuad Thai, Thailand's traditional massage. The certification process includes an inspection by the Environmental Administration, city of Malmö.

To date, ten salons have been certified and are now full members of the program.

## Time to expand

The work that we are doing in Malmö has international relevance. Many Thai people start massage salons when they immigrate, regardless of which country they choose to live in. The issues that Thai women face in Malmö are issues that Thai immigrants face globally.

Realising that our certification program is needed more widely, we recently began expanding our work to our neighbouring countries within the Nordic region.

Our first step was to launch the NUAD THAI NORDIC: Training & Certification Center in the Mobilia shopping center in Malmö, Sweden.

NUAD THAI NORDIC offers business advice, a Nuad Thai training course that is certified by the Thai government, and is a hub from which we can coordinate activities between participating countries. It also



Members of our certification program

includes a fully operational massage salon that provides an example of an ethical and sustainable Thai massage business.

In March 2023 the center was officially opened by Carina Nilsson, Mayor/Chairman of the City Council, Malmö and H.E. Arunrung Phothong Humphreys, Ambassador of Thailand to Sweden.

In addition, we were honoured by the attendance of H.E. Chavanart Thangsumphant, Ambassador of Thailand to Finland, Representative of the Royal Thai Embassy in Norway and Royal Thai Embassy in Denmark, Rakthai Association in Denmark and the Thai Women's Association in Norway. Our Nuad Thai members demonstrated their skills at the launch.

The NUAD THAI NORDIC: Training & Certification Center is the first collaboration between Thai agencies in the Nordic countries with a focus on Nuad Thai businesses. These partnerships will help us to promote Nuad Thai and further expand our initiative.

Interested in certifying your salon? Visit [nuadthai.se](http://nuadthai.se) for more information on our certification process.



H.E. Arunrung Phothong Humphreys, Ambassador of Thailand to Sweden



Ellen Samuelsson, Hela Människan i Malmö

Niclas Olsson, Development Secretary, Malmö Municipality



ThaiWISE team member, Parichart Otakanon and Carina Nilsson, Mayor/Chairman of the City Council, Malmö

## How does a Nuad Thai business become certified?

### Four requirements

The Certification of Ethical Nuad Thai Businesses: Malmö Model aims to ensure that massage salons are run ethically, and that the services delivered are of a high standard. In order to be a certified Nuad Thai business, massage salons need to meet the following four requirements:

1. Therapists are properly trained in Nuad Thai, with a minimum of 150 hours of training by an authorised education center from Thailand or equivalent.
2. Business owners have attended and completed ThaiWISE's social orientation course. This course provides participants with a basic knowledge of Swedish society, their rights and responsibilities.
3. Business owners have attended and completed a three-day workshop in business management from ThaiWISE, NyföretagarCentrum Öresund and LEVEL in Malmö. Participants can also receive individual consultation and business coaching after the training.

4. The business is run in accordance with Swedish regulations. For example, salons in Malmö must be inspected and approved by the Environmental Administration, city of Malmö. In other cities, the inspection will be conducted by a ThaiWISE team based on the minimum requirements set out by the Environmental Administration. After we have ensured that applicants fulfil these requirements, they receive their certification. In Malmö, certificates are signed by both the Environmental Administration and ThaiWISE. Participants in other Swedish cities will receive a certificate issued by ThaiWISE.



Jintana Hankla from Mata Massage & Hälsa, one of our certified Nuad Thai businesses.



Nuad Thai business owners receiving their certification from Malmö Municipality and the Royal Thai Embassy, Stockholm.



## Nuad Thai training

### Learn Nuad Thai, Thailand's traditional massage

ThaiWISE offers a 150 hour course in Nuad Thai that is approved by the Department of Thai Traditional and Complementary Medicine, Ministry of Public Health.

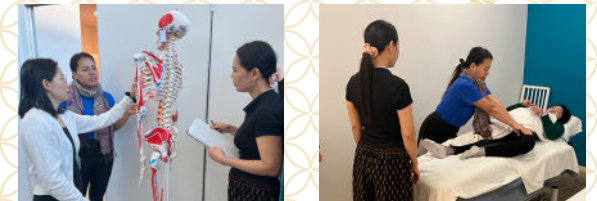
This is the first certified Nuad Thai training in Sweden. Previously, this sort of training was only available in Thailand, which was a significant hinder for people based in Sweden. Our course, which is available three times per year, makes proper training a convenient and affordable choice.

The course is both theoretical and practical. It covers basic anatomy, Nuad Thai systems of diagnosing physical problems, and traditional massage techniques. This course is open to massage business owners and individuals interested in learning Nuad Thai.

Our remaining Nuad Thai courses for 2023 will run in September and November. Find out more and apply at [www.nuadthai.se](http://www.nuadthai.se)



Students learning Nuad Thai at the NUAD THAI NORDIC Training & Certification Center



### This is just the beginning!



ThaiWISE will continue to set standards for the Thai massage industry in Sweden and beyond.

Thank you for supporting the empowerment of Thai women!



[nuadthai.se](http://nuadthai.se)



[thaiwise.se](http://thaiwise.se)

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Visit us at the Mobilia shopping center.