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TAO 欧洲之路。 *European Incoming.*

NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to TAO's „News from Europe” newsletter! Each month, TAO will keep you updated on current trends and news from our continent, to help you with your MICE planning for Europe. This month we're reporting on the **Hannover Messe**, the world's largest industrial trade fair, as well as hotel news from London, where the **new five-star “The Shard”** has recently opened its doors. If it's action and luxury you're looking for, then take a look at **Wall-Running or our Ferrari** experience in Italy. And more good news: **New visa rules** for frequent travelers make it easier for Chinese guests to visit Europe.

Happy reading!



News from TAO: Hannover Messe

The Hannover Messe is the world's largest industrial trade fair. This year the event took place from 8th to 12th April, with more than 6500 companies

from 62 countries taking part. TAO European Incoming was present, sharing a stand with the DCW/ **German-Chinese Business Association**. For some facts and figures, as well as the end-of-show report, take a look here: <http://www.hannovermesse.de/en/about-the-trade-show/facts-figures/hannover-messe-2013/end-of-show-report>

Hundreds of businesses from China were also present at the Hannover Messe, yet in our meetings with partners and friends, we often heard the same question: How can we make the most of our investment in Hannover? At such a large event, that can be a real issue...

If you or your clients are planning a visit to the Hannover Messe next year, give us a call. We'll be happy to assist with the right stand in the right place, and a tailor-made, all-round Hannover Messe package, to ensure that your stand is the centre of attention!



News for activities: Ferraris and Wall Running

Ferraris

Do you sometimes feel the need for speed? Then our partners in Maranello, Italy, the home of Ferrari, have just what you're looking for! Pushstart is the name of Italy's most exclusive **luxury car experience**. Guests can take the wheel of anything from a Ferrari F430 to a Lamborghini Aventador, and either push their **limits on the racetrack**, or enjoy a more leisurely tour through the mountains and countryside of Emilia Romagna.

The cars on offer are the very top of their league. This exclusive experience can be combined with shopping at nearby designer outlets, or can be arranged as a corporate day, including an introduction to the region's delicacies, including its famous wines, parmesan and balsamic vinegar. It's probably a good idea to leave the wine until after you've driven the car!

Please contact us for further details.

Wall-Running

Face down, from roof to pavement, along the facade of a tall building.

Imagine standing on the edge of a high-rise rooftop, looking out across the city from dizzying heights. Take a deep breath and make one final step over the ledge before running, face down, straight down towards the pavement below. That's wallrunning! Participants are secured with a special harness and cable before they make the leap, and make their way down the façade of a high-rise building. Although each wallrunner can choose his or her own speed and style, this activity is a challenge for even the most adventurous souls. Every wallrunner has to overcome the fear of the that first step...

Planners who organise a wallrunning event either on their own company's building or anywhere else, can be sure of two things:

- Each and every participant will be buzzing with excitement.
- A high level of attention for your company and brand, from spectators and the media.

Would you like to learn more? Just give us a call. We'd be delighted to send you an individual proposal and offer!



News from venues and locations: Shangri-La, At the Shard, London

One of Europe's most hotly awaited hotel openings takes place in London this summer: the Shangri-La, At the Shard. **Shangri-La's first UK property** and London's first elevated luxury hotel will occupy levels 34 to 52 of The Shard, the British capital's newest skyscraper and the tallest building in Western Europe (310 metres).

The five-star property will offer 202 rooms and suites (all with amazing views across London), four signature wining and dining venues, **three river-facing event rooms** and an infinity pool.

A highlight of the hotel is sure to be "GONG", the destination bar on level 52. The name derives from "Dougong" - a unique structural element of interlocking wooden brackets used in traditional Chinese architecture, featured in the bar. The design ethos of the venue is inspired by the mythical aspect of cinnabar - a mineral that has been used historically to create the 'dragon red' most commonly used in the walls of Chinese imperial palaces.

Located on level 34, the hotel's function space will comprise three river-facing venues, the largest of which has a total seating capacity of 110. **The Thames Ballroom, London Bridge Room and Tower Bridge Room** will all offer stunning views, natural daylight, state-of-the-art conferencing technology and a wide array of professional services. The grand staircase connecting levels 34 and 35 will be the ideal location for photographs with a stunning backdrop of London city views.



News from the MICE industry: Visas for Europe – quicker and easier

New temporary visa rules for the German Consulates in Beijing, Shanghai and Guangzhou are now in place, cutting waiting times. The rules governing who is classed as a **“frequent traveler”** have been extended to cover travelers who have lawfully used two Schengen single entry visas or one multiple entry visa over the past three years. Previously this period was two years. Furthermore, visas from Australia, Canada, the UK, Israel, Japan, South Korea, New Zealand or the USA will also now be considered.

The main advantage of a “frequent traveler” visa, is that for its duration, the holder **no longer has to attend a personal meeting** for specific entry visas at their local visa office in China.

More information (in German) can be found at:

<http://www.hannover.ihk.de/index.php?id=58676>

And don't forget!

TAO European Incoming is your one-stop shop for all MICE projects in Europe. Whether you're looking for assistance with incentives, trade fairs, congresses, meetings and workshops, kick-off, merger or motivational events, corporate hospitality or business travel, we've got it covered. With a network covering 18 European countries, TAO European Incoming can support and guide you through the whole continent.

To find out more, visit our website (in Mandarin and English) at:

www.tao-incoming.com