

Betreff: [Test] News from Europe

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Datum: 22.12.2016 11:14

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Newsletter December 2016

Dear Friends and Partners of TAO
European Incoming,

Welcome to the last TAO
Newsletter of 2016. This edition
brings to a close a year which has
seen us take on a wealth of
fascinating projects, grow and
develop our network, and further
our relationships with our valued
partners and clients in China.

With this in mind, we would like to
thank each and every one of you
for reading our updates throughout
the year, and for your continued
support and trust.

We wish you all a great start to
2017, and look forward to meeting
more of you in the New Year!

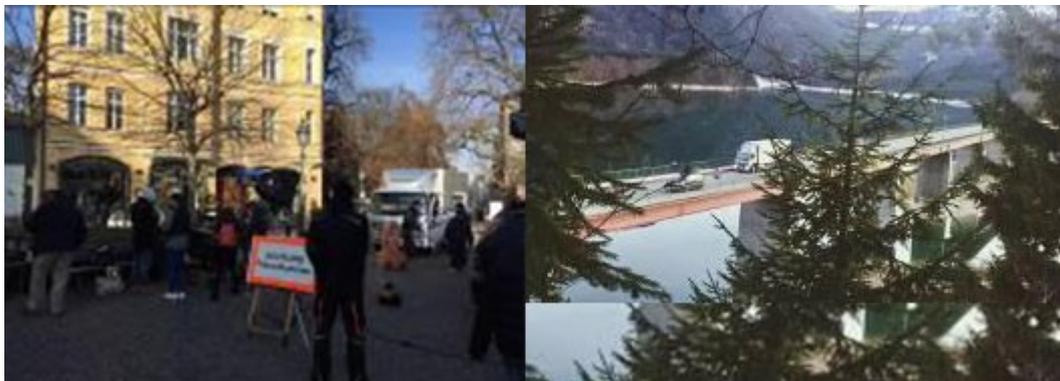
News from TAO:



Asia Pacific Workshop, Basel, Switzerland

The Swiss Tourism Asia Pacific Workshop took place from 8th to 11th December in Basel, and TAO was on board. Attended by around 120 buyers from China and other Asia Pacific countries, the workshop provided a platform for some 100 travel and MICE suppliers from Switzerland to showcase the best of their country.

The workshop offered networking opportunities as well as seminars and pre-arranged meetings between buyers and suppliers. Furthermore, the invited buyers were given the opportunity to experience Basel for themselves, with a tour of the city as well as a “dine around” evening.



TAO, TV and Trucks

In December, TAO also showed its fitness as a fixer, by supporting a new TV commercial shoot for the Chinese motor manufacturer, Foton Motor Group, one of the country's largest companies. The commercial shoot for three of Foton's range of trucks, was carried out by the Chinese production company, WaxApple, in conjunction with the German creative media agency, TVT. The project took place over 3 days in and around Munich. During the project, TAO managers worked as on-site coordinators and interpreters between the Chinese and German teams.



TAO and ten&one Teams Celebrate Christmas

With Christmas just around the corner, the teams at TAO and ten&one came together in December to celebrate the festive season and the year's successes together. All staff of both companies, as well as partners and children, were invited for a weekend of celebrations and Christmas cheer at the InterAlpen Hotel Tyrol; a superior five-star wellness-hotel in the Austrian Alps.

Alongside a gala dinner, the weekend gave the colleagues at TAO and ten&one the opportunity to relax and network, discuss experiences and learnings from 2016, as well as plan for 2017.

Activities & Locations



Hard Rock Hotel Tenerife – Grand Opening Event

Saturday, 10th December saw the Grand Opening of the new Hard Rock Hotel Tenerife in the Spanish Canary Islands. Attended by TAO, the event not only heralded the start for Hard Rock's second European property, but also a new kind of event in Tenerife; a popular winter sun destination for leisure and MICE travellers from Europe.

Alongside invited guests and VIPs from around the world, over 3000 local visitors also attended the opening party, which was held in the hotel's outdoor arena. With popular bands and DJs, music was at the

core of the celebration, reflecting the unique Hard Rock philosophy. The highlight of the opening event was a fantastic fireworks display, which could be seen from much of Tenerife's south coast.

The Hard Rock Hotel Tenerife provides a unique and unusual location for all kinds of MICE events and incentives. With a dedicated conference centre, 620m² of meeting space and over 600 rooms, the hotel can comfortably handle events of over 500 guests. Please contact your TAO team for further details.

Festivals and Events around Europe

Each month, we'll keep you updated on forthcoming events, festivals and exhibitions taking place around our continent. Here are three highlights to watch out. Contact TAO for more details of how to incorporate these events into your MICE planning.



ARCOmadrid, Madrid, Spain – 22nd to 26th February 2017

This February sees the 36th edition of one of Europe's most important contemporary art fairs, the ARCOmadrid, held in the Spanish capital. For five days, the world of contemporary art will meet in Madrid to launch new works, discuss art markets and network. Buyers and artists from around the world will attend, joined by over 200 leading contemporary art galleries from as far afield as Chile and Cuba.

The first two days of the fair are kept for professional visitors only, before opening to the general public. With easy access from anywhere in Europe, the ARCOmadrid provides the perfect reason for art lovers and collectors to visit Madrid this February.

Las Fallas, Valencia, Spain – 1st to 19th March 2017

One of Spain's best-loved and well-known spring festivals, the Fallas of Valencia is a celebration of tradition, satire, art and love-of-life. Teams from around the city construct huge tableaux and figures from

wood, papier mache and other materials, before parading through the city streets amid a party atmosphere of eating, drinking and dancing.

Each day of the Fallas festival is kicked off with the ear-splitting gunpowder blasts of the “mascletà”, heralding the start of another round of celebrations. The highlight of the festival takes place towards the end of the Fallas, when huge firework displays light up the night sky, and the oversized carnival figures are burned in Valencia’s public squares.

Cheltenham Festival, Cheltenham, UK – 14th to 17th March 2017

For lovers of horses and horse-racing, there can be few events which can match the grandeur and tradition of the Cheltenham Festival. The highlight of the European Jump racing season, the festival welcomes the best of the European equine world, as the finest horses, jockeys, owners and trainers battle it out for the horse-racing’s highest honours.

A great social occasion, as well as a sporting one, the emphasis at Cheltenham is just as much about fun and friends as it is about betting on the right horse. While the owners and jockeys seek to take their part of the £4.1 million prize money, spectators can enjoy the best of British food and drink, and soak up the scintillating atmosphere.

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 more than 28 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:
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