



TAO 欧洲之路。
European Incoming.

Newsletter February 2016

Dear Friends and Partners of TAO European Incoming,

Happy New Year! Welcome to the first edition of the TAO European Incoming newsletter in the new Chinese year of the Monkey. We hope that you enjoyed this special time with your family and friends, and we wish you prosperity, health and happiness for the year ahead.

This month we update you on TAO's forthcoming trade fair debuts in Shanghai and Frankfurt, an exciting new MICE innovation in the Mediterranean and some forthcoming events and festivals to watch out for in Europe.

We hope you enjoy this month's update and look forward to your feedback.

News from TAO:



TAO Celebrates Double-Premiere at IMEX Frankfurt and IT&CM China this April.

TAO European Incoming GmbH will celebrate a double premiere this April at two of the world's key MICE exhibitions; the IT&CM China in Shanghai, and the IMEX in Frankfurt. For the first time, the specialist European-wide MICE agency will be exhibiting at both major trade fairs.

From 6th to 8th April 2016, TAO will be in Shanghai at the IT&CM China, which celebrates its 10th edition this year. TAO's stand partner at IT&CM China is Visit Berlin, the tourism authority of the German capital; one of Europe's most vibrant and popular MICE locations. Visitors can meet the TAO team at the Visit Berlin stand B5.

From 19th to 21st April 2016, Germany's leading MICE trade fair, IMEX, will take place in Frankfurt. TAO European Incoming will be partnering here with the German Convention Bureau (GCB), taking its place on one of the exhibition's largest and most prominent stands, F100.

To make an appointment to meet with TAO in Shanghai or Frankfurt, please send us a mail to: contact@tao-incoming.com



Thorsten Wilhelm welcomed into the Austrian Asian Association

This month, TAO's Managing Director, Thorsten Wilhelm, was welcomed as a member to the Austrian Asian Association. The AAA is a professional and cultural association, seeking to strengthen links between Asia and Austria. Alongside charitable projects and business networks, the AAA also promotes exchanges and the cross-pollination of culture and the arts in both regions.

Activities & Locations:



MBL China Consulting and ChinAcademy – A New Expert Partner for TAO

TAO is delighted to announce the start of a new partnership with the Bavaria-based

company, MBL China Consulting; a strategic management consulting company with a focus on China. The company's core capabilities lay in the planning and implementation of projects concerning economic exchange between China and Germany.

MBL is specialized in successfully handling business projects over a wide range of industries, but has special knowledge and experience in the fields of mechanical and plant engineering, automotive, aviation, green technology and energy efficiency as well as M&A transactions, both inbound and outbound from China.

In October 2014, the company launched a new training institute; the „ChinAcademy®“. This institute offers training, workshops and seminars on business practice and intercultural competency for both German and Chinese companies and individuals, seeking to do business in the other market.

Please contact TAO to find out more about how TAO and MBL China Consulting can help you provide your clients with valuable expertise and knowledge, translating into a direct business advantage.



World's Largest Curved LED Screen Set to be Unveiled in Ibiza this Summer

Developed in collaboration between the Palladium Hotel Group and Odyssey Ibiza, the world's largest outdoor LED curved screen is set to be unveiled at the Hard

Rock Hotel Ibiza this summer. The 400m² screen will be presented on the exterior of the hotel; a fascinating MICE location with five-star facilities, world-class performances from international artists and musically-infused leisure activities, including a Rock Spa!

Measuring 30 metres tall and 13.2 metres wide, the screen will be used to showcase a limited and exclusive group of sponsors, among which the Hard Rock Hotel Ibiza will be the main sponsor. The screen will broadcast footage 24/7, with no interruptions, together with an special TV channel that will be operated remotely. This support will allow interaction with social media from any mobile device, and all screen content will be accessible through streaming on a platform on the Odyssey Ibiza website.

Festivals and Events around Europe:



In this new section of our newsletter, 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.

Cannes – MIPIM, 15th to 18th March 2016

MIPIM is the world's leading property and real estate exhibition. The event brings together the most influential players from all international property sectors - office, residential, retail, healthcare, sport, logistics and industrial, offering unrivalled access to the greatest number of development projects and sources of capital worldwide. The 27th edition will be held in Cannes, France from 15-18 March 2016.

Copenhagen – Tivoli Gardens reopening, 6th April 2016

The Tivoli Gardens in the heart of Copenhagen, are a highlight of any visit to the Danish capital. This very special location offers everything from music and theatre to funfair rides, a casino, restaurants and bars and, of course, the relaxing atmosphere of the gardens. Danes and visitors alike are glad when Tivoli finally reopens after its traditional winter break. This year, the grand gates open again on Wednesday, 6th April.

Lisbon – Fish and Flavours, 7th to 17th April 2016

The Lisbon Fish and Flavours festival in April celebrates all that's great about fish and seafood. For eleven days the event offers its visitors the chance to enjoy new dishes and gourmet experiences throughout the Portuguese capital. Visitors can take part in demonstrations of cooking and tasting, get to know some of the region's best restaurants and the work of their amazing chefs, delight in live music and entertainment, discover the wines of Portugal and just soak up the unique atmosphere of this joyous party!

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:
www.tao-incoming.com**

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