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TAO 欧洲之路。
European Incoming.

Newsletter September 2013

NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to the September edition of our newsletter. This month we introduce you to three members of the **TAO team in Munich and Berlin**, as well as a brand new partner in the TAO network, the **European Academy for Executive Education** (EURAC), based in the tiny but beautiful principality of Lichtenstein. We'll be taking you to **Spain** to meet TAO's expert in Barcelona and Malaga, **Sandra Grana**, and then off to **London** to take a look at the very latest hotel opening in the UK's capital; The **London EDITION**, created by legendary hotelier, Ian Schrager.

We hope you enjoy this September edition of the newsletter. Is there a topic or theme you'd like to see us include next month? Drop us a mail! We'd love to hear your feedback...

Happy reading!

News from TAO:



Michelle Cheng

Jing Hao

Wen Xin Seow

TAO Speaks Your Language! Meet the TAO Team...

With so much happening at TAO, we thought it was about time for you to meet a few more of our team members, and what better place to start than by introducing three members of our multilingual coordination team. Michelle, Jing and Wen Xin look forward to receiving your queries and feedback!

Michelle Cheng is originally from Hong Kong, and supports TAO's Berlin team with project management and marketing. Michelle is a graduate of the School of Creative Media (CITYU) in Hong Kong, having majored in media communication. Michelle is fluent in Mandarin, Cantonese and English, and loves expanding her cultural and social horizons with literature, fashion, design and photography.

Jing Hao, based in TAO's Berlin office, is from Taiyuan in the Shanxi Province of China. She has a Masters degree in European Culture, focusing on politics, identity and intercultural and transcultural communication, from the University of Göttingen. Jing supports TAO with sales and marketing, and project coordination. While she enjoys the excitement and multicultural life of Berlin, she admits to sometimes missing her hometown's famous noodles! Jing Hao speaks English, German and Mandarin.

Wen Xin Seow, a native speaker of Mandarin and Cantonese is a Project Coordinator and Event Manager at the company's Munich offices. With six years of experience, Wen Xin creates successful collaborations and ensures smooth operational results for our Chinese clients. Wen Xin has been based in Munich since 2012, where she loves the city's international flair, the nearby Alps and traditional charm. Her top tip for Chinese visitors to the city? You must visit the Hofbräuhaus!

The TAO Network: Our Expert in Spain



TAO Partner, Sandra Grana, and her team

Viva España!

In each newsletter, TAO introduces you to one of our partners in Europe. This time, we travel to Spain to visit TAO's partner, Sandra Grana, in the land of wine, flamenco and football!

- **Why should Chinese MICE buyers consider Spain as a destination?**

Spain is a mosaic of different cultures and destinations. From the historical background of Madrid to the sandy beaches of Cadiz; the modernism of

Barcelona to the ancient traditions of the Basque Country. Spain is ideal as a MICE destination, with excellent flight connections to Madrid and Barcelona, pleasant weather all year round and a very wide variety of destinations and experiences to the MICE traveller. Add to that the exceptional convention centres, hotels, gastronomy and options for leisure, and it's plain why Spain as a destination second to none for the MICE traveller in Europe.

- **Which are some of your most memorable recent projects?**

We have over 16 years of MICE experience, and have organized some fantastic events. In 2012 we organized the annual European convention of Deutsche Bank in Valencia, attended by 1800 employees of this prestigious German bank. We have also organized a series of exceptional automobile launch events for brands such as BMW, Audi, Toyota or Volkswagen. We have great contacts throughout the country, which allow us to offer exclusive, creative experiences for select groups, such as ballooning over Spanish monuments, visiting the breeder of Spain's finest horses, enjoying the glamour of sailing in the Mediterranean or a private dinner in the very centre of one of Spain's most famous bullrings.

- **Why have you decided to be part of the TAO network?**

The Chinese MICE market is growing, and we are aware of the potential and importance of this market. The TAO network is an exceptional opportunity that will allow us to communicate our destination and our company to more Chinese partners than we could ever manage alone. The TAO network aims to bring the "heart & soul" of Europe to Chinese clients, and that's just what we want to do as well. As such, it's great to be part of the team!

Activity News:



28 Chinese CEOs visited Dior in Paris

Dior in Paris, BMW in Munich – Unique Experiences with TAO’s new Partner, eurac!

TAO European Incoming is delighted to announce a new partner in its pan-European network: The European Academy for Executive Education (eurac), based in Lichtenstein.

Eurac, established in 1995, is an international, integrated business school working in the fields of leadership development, executive coaching and communications. It provides comprehensive and practical leadership training and coaching for senior management in all industries.

Highlighting eurac’s and TAO’s strong Chinese competency, a delegation of 28 Chinese CEOs organized by the EDP center at the School of Management at Zhejiang University, recently visited Europe from 11th August to 21st August, 2013. Eurac provided two classes and two business visits for the group, to Dior in Paris and BMW in Munich, where the guests met leading management figures and brand experts.

Commenting on the new partnership, Thorsten Wilhelm, Managing Director of TAO European Incoming said: “We are thrilled to cooperate with eurac. With their extensive and exceptional knowledge of management and corporate

issues, we are able to provide programmes and products which senior Chinese managers will find educational, practical and beneficial. The partnership allows us to offer MICE products with clear extra value for Chinese businesses.”

Venues & Locations:



Lobby of The London EDITION

The London EDITION: A Legend in the Making?

Hotel insiders have been waiting for the opening of London’s latest hotel offering, The London EDITION, with bated breath... The new EDITION brand (<http://edition-hotels.marriott.com>) is the result of a collaboration between worldwide hotel chain, Marriott, and the creative energy of legendary hotel-maker, Ian Schrager. The London EDITION opened its doors on 12th September and has already received rave reviews for its blend of sophisticated design and classic yet contemporary interiors. With 173 rooms, a restaurant, two bars, event space, meeting rooms and an inviting lobby, the hotel offers a dynamic social hub where guests and visitors can work, relax, and experience what modern London is all about.

The London EDITION is located in the Fitzrovia district of the city. The area has a strong history of literature and culture, yet is just a short walk or taxi ride away from the nightlife and entertainment of Soho and Covent Garden, or the

exclusive boutiques of Regent Street, Bond Street and Mayfair.

MICE & Travel News



Photo: <http://www.flickr.com/photos/floris-oosterveld>

Italy to Initiate Changes to Visa Process: Easier Visas for Expo 2015?

The Italian ambassador to China, Alberto Bradanini, has recently called for more effort from his country's government to support Chinese tourism to Italy, including a new visa processing system and protection measures.

"In about three to four months, there will be a new strengthened mechanism to improve the visa issue and it'll be easier for Chinese citizens to get a visa," Bradanini said during a recent interview with the China Daily newspaper. This new mechanism is required in time for the Expo 2015, being held in Milan, where over 1 million Chinese guests are expected.

According to the same China Daily report, quoting data from the Italian Embassy, around 30 percent more tourist visas had been issued in China this year, than in the previous year. Bradanini also set out reasons for Chinese travelers and investors to consider his country, noting that Italy is home to half of the world's luxury brands.

It is expected that Italy's new Prime Minister, Enrico Letta, will make an official visit to China in autumn. Will that bring movement in the visa issue? We'll keep you informed!

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

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