

TAO 欧洲之路。 *European Incoming.*

Newsletter November 2014

Dear Friends and Partners of TAO European Incoming,

Welcome to the November edition of the TAO European Incoming newsletter. With less than six months to go before the start of EXPO 2015, we bring you an update on what's happening in and around the world's most important international exhibition. We'll be offering some activity and destination ideas from around the TAO network, and also introducing a fantastic new hotel and MICE location in the German capital.

Is there a topic you would like to see in next month's newsletter? Please do share your views and feedback with us.

News from TAO:

Kings of the Castle...



TAO European Incoming was delighted to recently assist Beijing-based Linkage Communications with a prestigious event in the fantastic Swiss setting of the Chateau de Chillon, located on the shores of Lake Geneva.

As part of an incentive trip for the medical technology company, Medtronic's top 40 sales staff, plus members of their families, TAO managed the technical support for a Gala Dinner, which took place within the hallowed halls of this unique castle on October 10th.

The Chateau de Chillon is one of Europe's most picturesque and historical medieval castles, with a past dating back over 1000 years. It was the feudal home of the powerful Counts of Savoy.

News and views from the TAO Network

With its Europewide network of MICE experts, TAO offers a unique spectrum of activities, MICE products and services from across the entire continent. This month, we have news and inspiration from Poland and Portugal.

Poland: A fantastic fam!



TAO's partner agency in Poland, owned and directed by Agnieszka Faracik-Leśniak and Aleksandra Pietras, recently hosted a fantastic fam trip for 17 MICE buyers from China. The two night package introduced the group to the Polish capital, Warsaw, and also to a range of excellent MICE products and experiences available in the city.

The group stayed in Warsaw's excellent Westin Hotel, located in the heart of the city. Highlights of the visit included a tour through Warsaw's beautiful old town, an amber workshop to see how the country's precious amber is turned into spectacular jewellery, shopping in the city's two largest malls and a traditional Polish cookery class; fun and delicious!

Portugal: Tradition and Taste – A day at Casa Cadaval.



Owned by the Álvares Pereiro de Mello family for centuries, Casa Cadaval is a delightful, traditional Portuguese estate of over 2000 hectares, located just 80km – barely an hour's drive - from Lisbon. The estate caters for groups of 20 to 500 guests.

Casa Cadaval offers MICE visitors not only a unique setting for their event among open countryside, blue skies and the freshest country air, but also a chance to experience the best of Portuguese traditions in a short time. Whether riding the estate's majestic Lusitano horses, enjoying a delicious, regional barbecue under the stars or testing the estate's very own award-winning wines, this location offers a compact, exclusive and authentic taste of Portugal.

Activities & Locations:



Welcome to the Zoo!

Originally constructed in 1911 and re-opened at the beginning of this month, Hotel Zoo has always stood for the glamour and glitz of cool Berlin. After a fabulous restyling by Dayna Lee of the Hollywood-based design agency, Powerstrip Studio, the 145-room property on Berlin's Kurfürstendamm avenue is once again the German capital's newest and hottest place to stay.

150m² of dedicated, flexible MICE space is available at the hotel, suitable for anything from an 8-person board meeting to a presentation for up to 70 guests. Flooded with natural light, and constructed from classic, sumptuous materials and designs, Hotel Zoo's MICE space offers a chic atmosphere of elegance and exclusivity.

Guests can be welcomed with drinks and canapes in the alluring foyer, on the hotel's front balcony, or even on the hotel's rooftop terrace, with dramatic views of Berlin. The location, combined with state-of-the-art technology and an exquisite F&B offering, is sure to make Hotel Zoo a favourite for upscale MICE projects from around the world.

MICE & Travel News:



Countdown to EXPO – Milan is hotting up!

With less than six months to go before the opening of the EXPO 2015 on 1st May 2015, Milan itself is turning up the pace of activity within the city. The municipal Co-ordination Committee of “Expo in Town” has recently announced that some 7,000 EXPO-related events have already been confirmed to take place in Milan during EXPO. These will include exhibitions, concerts, shows, scientific conventions, festivals, fairs, agricultural, nutritional and socially-themed events, initiatives, public and corporate events.

Interest from non-Italian companies and regions has been very strong, with confirmed events and initiatives involving countries including France, China, Austria, Japan and; and cities including Barcelona, Shanghai, Melbourne and Birmingham.

The planning and organization of events in Milan during EXPO is ongoing, and TAO is at the heart of this unique international event. For further details on how TAO can help you, your company and your clients make a mark during EXPO 2015, please contact us directly.

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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