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# TAO 欧洲之路。 *European Incoming.*

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## Newsletter April 2017

Dear Friends and Partners of TAO European Incoming,

Welcome to the April edition of the TAO Newsletter. This month we have news from Northern Italy and Portugal, as well as the usual highlights from the European festival calendar. We hope that you're already planning your trip the IMEX in Frankfurt, so why not meet us there in May?

If there is any aspect of our newsletter you would like more information on, or if you'd just like to share some feedback, please send us a mail to: [contact@tao-incoming.com](mailto:contact@tao-incoming.com).

## News from TAO:



### **Reminder: Meet us at IMEX in Frankfurt! – 16<sup>th</sup> to 18<sup>th</sup> May 2017**

This May the TAO team will be exhibiting at the international MICE trade fair in Frankfurt for the second time. As Europe's leading MICE gathering, the IMEX already attracts many trade visitors from the Chinese MICE market, who not only benefit from the wide range of suppliers and contacts on offer, but also from the range of European fam trips provided as part of their IMEX experience.

Come and meet us in Germany, and learn more about TAO and the continent we know best!



### **Get in touch with TAO via WeChat**

Since March, TAO has become even easier to contact for our Chinese partners and friends, with the launch of our official WeChat account. The QR code above can be used to get in touch. Our company's WeChat-ID is: tao-incoming.

It's never been simpler to speak with us for ideas, input or information requests. We're looking forward to hearing from you!

### **Activities & Locations:**



### **Il Sereno: The Splendour of Lake Como**

Il Sereno is the iconic Lake Como's newest luxury hotel, having opened in late summer 2016. In a destination known for exclusivity and style, Il Sereno offers an utterly exceptional location, right on the banks of the lake. This new property provides a very special backdrop for events and celebrations of all kinds where the emphasis is on privacy and elegance. American media has referred to Il Sereno as "Europe's most luxurious new hotel".

Il Sereno's waterside restaurant terrace offers breathtaking panoramas of Lake Como, and is perfect for dinner or drinks under the stars during the warm Italian summers. The unique wooden deck around the hotel's pool provides an incredible arena for fashionable gatherings. The hotel's Darsena Suite is an exquisite meeting space for up to 30 people.

The wine cellar is an unusual feature of the property, and is stocked with numerous award winning wines. It can also be used as a venue for smaller, more intimate events – perhaps to celebrate a new investment or merger.

For larger events needing further accommodation and space, Il Sereno's sister property, Villa Pliniana, provides further space and luxury. The villa is a centuries-old, noble house, also located right on the lake, offering a foil of history to Il Sereno's modern chic.

For further details of this location, or to find out more about hosting your next MICE event in Italy, please contact the team at TAO!



### **Portugal gets closer – New direct flights from Lisbon to Beijing and Hangzhou**

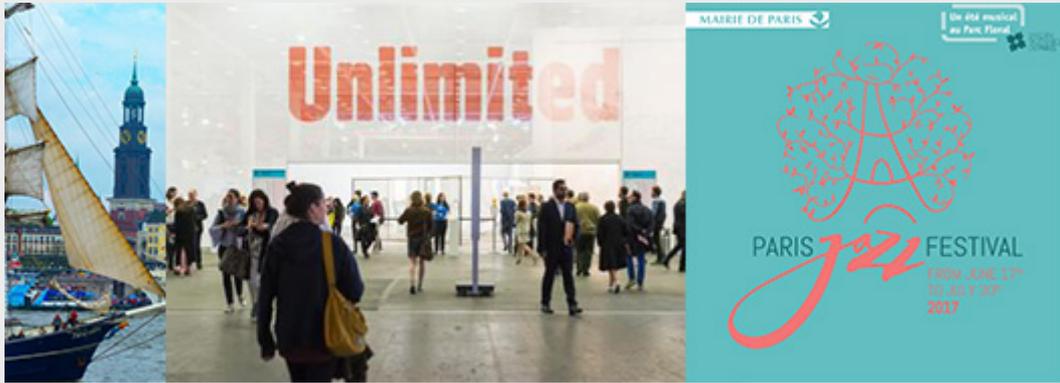
From 26<sup>th</sup> July this year, Portugal and China will move a little closer to each other, with Beijing Capital Airlines launching a thrice-weekly service from Lisbon to Beijing and Hangzhou. Flights will be carried out with the 330-200 Airbus, with a capacity of 475 passengers.

Flying on Wednesdays, Fridays and Sundays, the new route coincides with a new campaign by Portugal's national tourist board to attract more Chinese tourists. In the last three years, the number of Chinese tourists visiting has Portugal tripled and is expected to rise "exponentially" with the opening of direct flight links, according to Portugal's State Secretary for Tourism, Ana Mendes Godinho.

Portugal offers a wealth of fascinating MICE and group travel opportunities, and is one of western Europe's best-value destinations. For more information and ideas on how you can incorporate Portugal into your next overseas MICE project, please contact TAO!

### **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.



### **Hafengeburtstag, Hamburg – 5<sup>th</sup> to 7<sup>th</sup> May, 2017**

This annual celebration of the founding of Hamburg's port takes place at the beginning of May. In 2017, the event marks 828 years of shipping and nautical life in Germany's most important commercial harbour. The "Hafengeburtstag" is a showcase for everything that moves on the sea, with over 300 large ships visiting from around the world, many of which welcome visitors on board. Regattas, dragon boat races, special exhibitions, live music and fairgrounds are also part of the event. Hamburg is a great destination at any time of the year, but the special flair of the "Hafengeburtstag" is not to be missed!

### **Art Basel, Basel – 15<sup>th</sup> to 18<sup>th</sup> June, 2017**

Art Basel has taken place in the Swiss city of the same name since its founding in the 1970's by three Swiss gallerists, Ernst Beyeler, Trudi Bruckner and Balz Hilt. The international fair they established has since grown to become one of the world's most influential and most-visited art events, showcasing contemporary and modern art from around the world.

The 2017 show will present the work of over 4,000 artists from 34 countries, and offer a programme of artworld talks, exhibitions and events arranged in conjunction with cultural institutions in Basel and the surrounding area. Nearly 300 galleries will also take part in Art Basel, making the event essential for serious art-lovers and collectors. (*Image courtesy of Art Basel*)

### **Paris Jazz Festival, Paris – 17<sup>th</sup> June to 30<sup>th</sup> July, 2017**

The Paris Jazz Festival has become a summer institution in the French capital, lending a special musical atmosphere to the city as the days and nights warm up. This year sees the 24<sup>th</sup> edition of the event, spread over seven weekends, which welcomes many of the world's top jazz performers and musicians to the banks of the Seine. The main location for the event is Paris' beautiful Parc Floral, where a musical journey through Africa, South America, the Caribbean and Europe will unfold. The event also includes activities and workshops, and an accompanying cultural programme.

**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](http://www.tao-incoming.com)**

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