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# TAO 欧洲之路。 *European Incoming.*

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**Newsletter March 2014**

## **NEWS FROM EUROPE**

Dear Friends and Partners of TAO European Incoming,

Welcome to the March edition of the TAO European Incoming newsletter. This month we're in Istanbul, where TAO took part in the first China MICE Forum at the ACE of MICE Exhibition in the city. We also introduce you to our partner in Portugal, take a look at the developing ties between China and Ireland, and highlight Marriott's brand new hotel concept for the European market: Moxy. A project that aims to combine the best of Europe's cities with great value and modern service.

We hope you enjoy this edition of the TAO newsletter. If you have any comments or requests for future editions, please let us know. We'd love to hear your feedback!

### **News from TAO:**



#### **TAO at the China MICE Forum, Istanbul**

The first China MICE Forum was recently held on 28th February at the ACE of MICE Exhibition in Istanbul, Turkey, and TAO was at the heart of the event.

Organized by Alicia Yao, Deputy General Manager of the China MICE Committee and Director of Business Development of TAO European Incoming GmbH in Beijing, the forum was created to bring Chinese MICE buyers together with European suppliers. The aim: to bridge the gap between what Chinese MICE clients require, and what western suppliers provide.

TAO's Managing Director, Thorsten Wilhelm was a key speaker at the event, sharing the stage with representatives from major MICE players, such as Microsoft China and NBA China. Drawing on TAO's collected know-how and experience, Thorsten gave the audience an insight into the key practical aspects of cooperation with Chinese MICE clients. The forum was attended by over 100 influential MICE professionals, and was the first event of its kind in Turkey.

### **The TAO Network: Our Experts in Portugal**

In each newsletter, TAO introduces you to a member of our partner network. This month we're in Portugal to meet Sandra Costa. Portugal offers fantastic, coastal landscapes, world-class wines and the freshest seafood, a proud history of discovery across the seas, as well as one of Europe's most vibrant – and affordable – capital cities, Lisbon. So why should TAO's Chinese clients consider Portugal?



- Sandra, what makes Portugal a perfect MICE location for Chinese clients?
- Portugal is a safe, developed country, with a fantastic infrastructure and a wonderful, mild climate. We have around 3000 hours of sunshine per year and 850kms of beautiful beaches washed by the Atlantic Ocean. Our country also has the oldest borders in Europe and a unique cultural heritage, where tradition and modernity blend together in perfect harmony. Portugal offers fine wines, excellent hotels, incredible venues and hospitable people – and our destination is also incredible value for money right now.

- Which major projects have you recently taken care of?
- Two events particularly stand out for me. One was a recent incentive for Deutsche Telekom, where we entertained 1000 guests in Lisbon. We really let them discover the city, from urban beach clubs to go-kart tours and tram rides, but we ended the 2-day event with a spectacular “Night of Glamour and Elegance” gala dinner at Convento do Beato. It was very impressive.

We also organized a launch roadshow for the Opel Meriva car in Portugal. We identified key locations around the country, and set up installations of the car, wrapped in a bubble! It created a real buzz.

- Why is your agency a part of the TAO network?
- Our agency is one of the most recognized and awarded DMC’s in Portugal, with almost 30 years of experience. Our passion for MICE is something that we share with our fellow TAO members, so we feel in very good company... We’re all here to show how much Europe has to offer.

### **Venues & Locations:**

#### **Sheraton Zürich Hotel Welcomes its First Guests**



#### **Marriott Launches New European Hotel Brand:**

##### **“Moxy” Hotels planned for Milan, Berlin, London and Frankfurt**

Launched at the recent ITB Berlin, “Moxy” is the latest European brand concept from Marriott hotels, covering the value-for-money, modern three-star segment: An attractive proposal not just for young European business travelers, but also Chinese MICE groups.

The brand plans to open the first Moxy hotel in Milan in September this year,

followed by Munich, Berlin, Frankfurt and Oslo in 2015. Marriott expects to name a further 13 European locations for the the new chain by the end of the year.

Moxy aims to offer lifestyle, innovation and technology in a cool, fashionable space. The hotels will offer open lobby spaces in which to be productive, or to generate new contacts, as well as numerous work/MICE areas, which will feature large white-boards and presentation technology, alongside 56-inch flatscreens, with free WLAN as standard. A further typically “Moxy” element will be the trendy bar in each property, where locals and guests can mingle over fine wines and local beers.

This new brand is an interesting development in the European market, hot on the heels of popular and successful budget to mid-range brands, such as Motel One, offering MICE groups an excellent combination of value, service and technology. TAO will keep you updated...

### **MICE & Travel News:**



### **Beijing and Dublin Airports Sign Twinning Agreement**

The Irish press has reported the signing of an agreement between Beijing and Dublin airports, heightening the likelihood of a direct flight link between the Chinese and Irish capitals. The Memorandum of Understanding between the two airport authorities allows them to work together to generate direct flights. Currently, over 30,000 passengers a year fly between the two cities, either via London or the Middle East.

The Irish Deputy Prime Minister, Eamon Gilmore, was quoted in the Irish Independent: "One of the things that we want to encourage is direct air links between China and Ireland... We are keen to arrive at a situation where there will be direct flights between Beijing and Dublin."

According to TAO's contacts in Dublin, both airports are seeking a direct link by the beginning of 2015 – just in time for EXPO. We'll keep you updated!

**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 20 European countries, TAO European Incoming can support and guide you through the whole continent.**

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