

TAO 欧洲之路。 *European Incoming.*

Newsletter April 2015

Dear Friends and Partners of TAO European Incoming,

Welcome TAO European Incoming's April newsletter. This month we report on a recent Alpine success story for TAO, travel to Copenhagen and Barcelona, and introduce you to an unknown but very special MICE location just a short drive from Frankfurt International Airport...

As always, if there is anything you would like to read about in our newsletter, just let us know. We look forward to your feedback!

News from TAO:

BMW China Brings Investors Incentive to Bavaria



This month, TAO had the pleasure to participate in another significant project for BMW China; this time in collaboration with Caissa Germany.

On 15th and 16th April, BMW China hosted 20 high-ranking Chinese guests for a two day event, including senior management and potential investors from leading automobile distributors in Asia. The programme included a private gala dinner at the royal "Residenz" palace in Munich, organized by TAO and catered by one of

Germany's most prominent chefs, Alfons Schuhbeck, who made a personal appearance and hosted an exclusive live cooking show for BMW China's guests.

The group also enjoyed some outdoor adventure with a hike in the pristine Alpine countryside of Elmau, where a surprise Alphorn concert greeted their arrival at the "Elmau Alm Hütte". Alongside the magnificent views and clear mountain air, the guests were entertained with live Bavarian music and served delicious local specialities.

After a short stay at 1200m above sea level, the guests returned to their exquisite hotel, "Schloss Elmau" - location of the next G7 summit and a luxury spa resort in the most perfect natural location – to enjoy a few moments of relaxation. The second day was completed with a round-table dinner, hosted by the CEO of BMW China, Dr. Karsten Engel.

News and views from the TAO Network

With its Europe-wide network of MICE experts, TAO offers a unique spectrum of activities, MICE products, locations and services from across the entire continent. This month, we look at two ideas from Denmark and Spain:

Wonderful, Wonderful Copenhagen!



Looking for the perfect, luxury location in the Danish capital? TAO's Scandinavian office recommends the five-star Hotel d'Angleterre: an icon in Copenhagen since 1755, on King's Square, just next to the old harbor. Hotel D'Angleterre has always been considered the most elegant and prestigious hotel in town. Through the years it has hosted many notable guests including royalty, rock stars and personalities like Winston Churchill.

The hotel has recently undergone the most ambitious hotel renovation in Danish history. The hotel has now re-opened with 90 rooms including 60 suites, Denmark's first champagne bar, "Balthazar", and a unique, Michelin-starred restaurant, "Marchal". The international luxury travel magazine, Condé Nast Traveler, placed Hotel d'Angleterre amongst the five best design hotels in the world in 2014, making it the only North European hotel in the magazine's annual

Hot List.

Barcelona by Land, Sea and Air– Exclusivity in the Skies



With great airlines connections, superb value for money, excellent weather and a wealth of first-class hotel and MICE facilities, Barcelona continues to be one of Europe’s most popular MICE destinations. TAO’s Spanish office offers perhaps the most luxurious way to explore, discover and fall in love with the city by land, sea and air.

The journey begins on an open-top bus, revealing the jewels of Barcelona such as the Sagrada Familia cathedral and the Casa Batlló. The adventure continues along the city’s coast aboard an authentic “Goleta”; a private sail ship from which your guests can admire the skyline and the Mediterranean Sea. The day is completed with a view of Barcelona from the sky aboard your own chartered helicopter; a unique opportunity to admire the scale of the city and to enjoy a different perspective of Barcelona’s great landmarks.

For more information and ideas on what else to discover in Denmark and Spain, please contact TAO European Incoming.

Activities & Locations:

Be a King of the Castle at Vila Vita Rosenpark, Marburg, Germany



Marburg is a picturesque, university town in the German region of Hessen, located a little more than an hour’s drive from Frankfurt Airport. At its heart lie the ancient

old quarter and the famous castle of Marburg, built originally as a fort almost 1000 years ago.

The 5-star superior hotel VILA VITA Rosenpark in Marburg sits just a stone's throw from the castle, directly on the river Lahn and surrounded by parklands blooming with roses. The hotel offers the elegant atmosphere of a grand hotel, with individual service, 178 stylish rooms and world-class MICE facilities for up to 520 guests.

The Vila Vita Rosenpark Conference Center has 14 [conference rooms](#) ranging in size from 15m² to 205m². All rooms are equipped with the latest conference technology and are flooded with natural daylight. Right next door to the hotel is the Marburg Conference Center, also managed by Vila Vita. The first floor of the center accommodates four multifunctional rooms, with a total area of 583m² and a room height of 6.80m. Three further seminar rooms are equipped for video conferences, while the center's foyer alone offers a generous 600m² of space – ideal for corporate exhibitions or reception events.

The VILA VITA Rosenpark's MICE facilities are perfectly complemented by its 178 luxurious rooms and suites, in the categories "Classic" and "Superior". Their warm colours, cherry wood furniture, magnificent marble bathrooms and comfortable bedding with a choice of pillows ensure complete relaxation.

For more details of local MICE locations and concepts close to Frankfurt and other major European airports, please contact the TAO team!

MICE & Travel News:

EXPO 2015 is Just Around the Corner!



The countdown to one of the world's most hotly anticipated and important events is nearing an end: On 1st May, the EXPO 2015 opens in Milan, Italy, marking the beginning of six months of international innovation and cooperation. The official opening concert takes place the previous evening in Milan's Piazza Duomo, where EXPO ambassadors and global stars, Andrea Bocelli and Lang Lang, will perform for a global audience.

But it's not too late to be part of EXPO! The kick-off is just the start of a six-month event, which runs until 31st October 2015. And with 28 fascinating, great value packages combining European highlights with the EXPO in Milan, TAO European Incoming is the only EXPO travel partner you'll need. TAO's packages range from Bronze to Gold, covering different budgets and destinations, but all featuring special services at the EXPO itself, such as VIP entry and lounges, private functions or direct contact with various industry experts at the fair.

For further details of how TAO can bring you and your clients to the heart of Europe and the heart of EXPO, please contact our team!

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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