

TAO 欧洲之路。 *European Incoming.*

Newsletter May 2015

Dear Friends and Partners of TAO European Incoming,

Welcome to TAO European Incoming's May newsletter. This month we report on upcoming fam trips, news from the German Convention Bureau, a world of sparkling crystals and a magical island in the middle of the Mediterranean Sea!

We hope you enjoy this month's ideas and inspiration. We look forward to your feedback!

News from TAO:



ibtm World Post Tour – Be quick to be on board!

The ibtm World (formerly EIBTM) takes place this November in Barcelona, but the kick-off for online registration for this major MICE trade fair is just around the corner. Trade guests and hosted buyers can log-on and arrange their visit to the ibtm World from Monday, 1st June!

And it pays to register early, if you want to participate in TAO European Incoming's ibtm World Post Tour fam trip... Our exquisite four-night tour will include an insider's guide to Southern Germany and Switzerland, taking in Munich, Zurich and a host of Bavarian highlights in between. The fam trip will include extraordinary

activities, workshops, factory visits and incentive ideas, as well as a chance to experience the best of Bavarian and Swiss hospitality.

Contact the TAO team or ibtm World for further details, but be sure to register soon!

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 the Mediterranean island of Malta.

Located in the very centre of the Mediterranean Sea, south of the Italian island of Sicily, Malta has for centuries been a hub for trade and a melting pot for culture from Europe, the Middle East and Africa. The island continues this tradition as one of Europe's most popular and well-connected MICE destinations, accessible from most major European cities. Malta's small size and excellent MICE infrastructure offers full flexibility, exceptional branding opportunities, short transfer times as well as absolute safety and security.



Exclusive Dinner at the Saluting Battery, Valetta

The Saluting Battery forms part of the old fortifications of Valetta, Malta's capital city, occupying one of the most important positions in the city's Grand Harbour. This unique outdoor event combines the drama and history of Valetta's forts with the elegance of fine dining on a warm Mediterranean evening.

Guests are transferred to Valetta's harbour in a luxury wooden yacht, and are welcomed by soldiers dressed in British period costumes, who will surprise them with a salute, by firing all the battery's cannons!



A Day of Luxury in Valetta

This very special day in the Maltese capital includes an exclusive tour through the historical heart of the city, known as “a city built by gentlemen for gentlemen“. The morning also includes a private string quartet performance with champagne and canapés in the gardens of a private house, and a motor-cruiser transfer to the Baia Beach Club for an exquisite lunch and an afternoon of relaxation and massages.

For more information and ideas on what else to discover in Malta and the rest of the Mediterranean Sea, please contact TAO European Incoming.

Activities & Locations:



Swarovski Kristallwelten: Cascades of Crystals

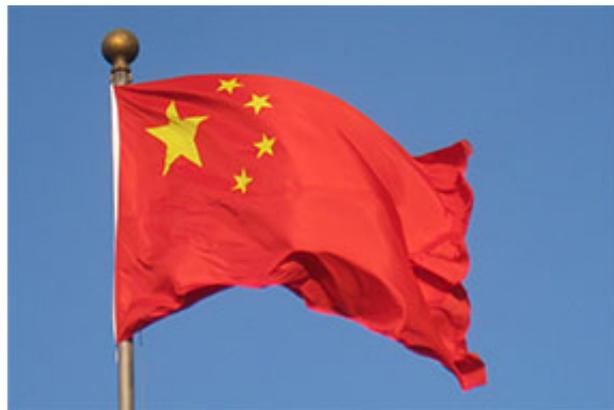
The delightful, shimmering crystals, jewelry and objects d’art created by Swarovski are famous around the world, and in 2015, the Austrian company will celebrate its 120th anniversary. So what better time than to consider an event with TAO at Swarovski’s incredible “Kristallwelten” (Crystal Worlds) in Tirol, Austria, the home of this iconic European brand?

The “Kristallwelten” covers 7.5 hectares of parklands and display areas, dedicated to the fascination of crystal, and also features seven spaces which are on offer as MICE venues. The Blue Hall, for example, is a dramatic dark blue treasure chamber created by famous artists, showcasing the interplay of light and colors in

Swarovski's crystals. Or the Crystal Dome; a unique location for up to 60 people. The cupola of the dome is covered with 590 faceted mirrors, causing light to break in a thousand directions, just like a crystal, multiplying ideas and inspiration. Each venue can also be decorated individually with Swarovski crystals, to suit the theme and mood of the event.

Surrounded the by mountains of the Tyrolian landscape and the glamour and light of crystal, the *Swarovski Kristallwelten* offer a breathtaking setting for your next European project, and are another part of TAO's European portfolio of unusual and exclusive locations. Please contact the TAO team for more details.

MICE & Travel News:



German Convention Buro goes China!

Since the start of 2015, the German Convention Bureau (GCB) has been looking to develop its presence in China and, according to TAO sources, is shortly expected to announce its new office and representation in Beijing. The decision to increase the GCB's activity in China was confirmed earlier this year by the GCB's Board of Directors, chaired by Petra Hedorfer, Chief Executive Officer of the German National Tourist Board (GNTB). The Chinese office of the GCB will be only its second permanent base abroad, after New York, illustrating the importance placed by the German MICE market on China.

There are plenty of good reasons for the GCB's decision to expand. Germany is China's largest trade partner in Europe, and China is Germany's most important trading partner in Asia. According to GCB figures, around 900 Chinese companies currently operate in Germany, while more than 5,000 German companies have bases in China. Business trips account for 40% of the total number of journeys to Germany from China.

Matthias Schultze, Managing Director of the GCB, said, "China is a growing, important market for the German meetings industry and we look forward to working more closely with Asian buyers and planners."

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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