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*European Incoming.*

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**Newsletter August 2013**

**NEWS FROM EUROPE**

Dear Friends and Partners of TAO European Incoming,

Welcome to the August edition of our newsletter. This month, we'll be introducing some great **new MICE concepts and packages from TAO**, including a chance to **"Meet the Experts"**. We'll also be heading to **France** to meet **TAO's partner in Paris**, Michèle Roland-Gosselin, to discover what makes her destination the perfect choice for Chinese guests, before heading further south to **Spain**, to look a **two brand new hotel projects**.

We hope you enjoy this summer edition of the newsletter. If you find a topic or product you'd like to learn more about, please just send us a mail or give us a call. We look forward to hearing from you!

Happy reading!

**News from TAO:**



***Meet the Experts – A New MICE Concept from TAO European Incoming***

With ever closer economic and cultural ties developing between Europe and China, the demand for expert dialogue and knowledge exchange is increasing. European and Chinese companies, government departments and academic institutions are seeking ways to interact and learn from their peers and partners, across all disciplines and industries.

In order to serve this demand for “knowledge networking”, TAO European Incoming has launched a new MICE concept entitled “Meet the Experts”. Through TAO’s European network of contacts, Chinese guests are offered the chance to meet representatives of an equal standing in companies and universities throughout Europe. Participating companies and institutions include Bayer, BASF, Hochtief, Volkswagen, Mercedes-Benz, Technical University Munich, Humboldt University Berlin and the University of Tübingen.

Please contact us for further details on TAO’s “Meet the Experts” programme.

**The TAO Network: Our Expert in Paris**



### ***Bienvenue en France!***

In each newsletter, TAO introduces you to one of our partners in Europe. This time, we travel to France and the exclusive delights and vibrant atmosphere of Paris, to visit TAO's partner, **Michèle Roland-Gosselin**.

#### *What makes France a good MICE destination for Chinese clients?*

France received ADS status in 2004, and since then we are delighted that thousands of Chinese guests have been able to discover our destination. Many Chinese movies have been shot in Paris and Provence, so these beautiful regions are known to many Chinese people before they even arrive.

France offers everything that luxury travelers from China could want: Culture, fashion and design, wine and culinary excellence, as well as amazing shopping! Combine that with the very frequent direct air links between Paris and Beijing and Shanghai (we have a new A380 flight from Paris to Shanghai from October), and it's a very compelling mix.

#### *Why are you part of the TAO Network?*

Obviously, China is the number one economic powerhouse and we can see that the MICE industry in China is developing strongly. We also see, however,

that pan-European MICE travel can be a challenge for Chinese MICE agencies to organize, even though the demand for it is increasing. A professional European network is a real benefit for our Chinese clients, and we're very happy to be a part of that solution!

### Activity News:



### ***New themed packages from TAO!***

Europe offers an almost unending stream of themes and topics for your next corporate event or incentive. But where to start? To help you offer your clients some of Europe's most popular experiences, while maintaining the exclusivity and comfort you expect of TAO, we have developed six new packages which can be booked immediately.

Choose from **“Wine & Dine”**, **“Sports”**, **“Design & Style”**, **“Sissi”**, **“Horse Power”** or **“Fashion & Style”**. Each package features two separate European destinations, luxury accommodation and a range of exclusive themed activities, from polo and Porsches, haute couture and shopping, or fine wines and gourmet delights.

Presentations of each package are available today. Please contact us for more details.

### **Venues & Locations:**



**Only You Hotel & Lounge, Madrid**

### ***Little and large: New hotels in Madrid and Ibiza***

Spain may be experiencing hard economic times, but the hotel market keeps coming up with great new locations.

Welcoming its first guests on 2<sup>nd</sup> September 2013 is the **Only You Hotel & Lounge**, a chic, 70-room boutique hotel, set in **Madrid's** ultra-cool Chueca district. Formerly the royal townhouse of a wealthy Marquesa, the hotel will attract guests who value design and architecture, in a location at the very heart of Spain's capital. The hotel's lounge bar is set to become THE new hotspot for Madrid's discerning lifestyle crowd and the international cognoscenti. Conde Nast Traveller loves it already: <http://www.cntraveller.com/news/2013/july/only-you-boutique-hotel-bar-madrid-chueca>

Opening a little later, in May 2014, the **Hard Rock Hotel Ibiza** will be the very first Hard Rock Hotel in Europe. Following the tried-and-tested formula of music, fun and entertainment, the Hard Rock Hotel Ibiza will offer 480 rooms (of which 235 will be suites) on Ibiza's Playa d'en Bossa, just a ten-minute transfer from the island's international airport. Alongside exceptional MICE facilities, the hotel will also boast amenities including two pools, private bungalows, a Hard Rock Spa and an open-air stage, hosting live bands and top artists from around the world. More info (in English) here:

<http://www.hotelnewsresource.com/article73056.html>

### **MICE & Travel News**

Photo: flickr.com – Artur Staszewski

### ***Sustainability: What does that mean for MICE?***



CSR (corporate social responsibility) and sustainability are probably the two most important themes in the European MICE scene at present. Indeed, the German Convention Bureau has recently appointed its first "Sustainability Manager" to emphasize the importance it places on environmental themes. But why? And what does that mean for projects in Europe?

Although always an individual choice for each client, the benefits of sustainable



MICE projects can be considerable. Not only is a sustainable project environmentally-friendlier, but can also lead to reduced operational costs. An example is the use of Europe's fantastic high-speed train network: It can often be quicker, cheaper and more environmentally-responsible to take the train than fly. Marketing advantages can also be generated by sustainable projects, by linking your client's brand to environmentally-responsible practices and good causes.

If you would like to learn more about sustainability in MICE, how this trend is developing in Europe and its advantages, please don't hesitate to contact us. We'd love to tell you more!

**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 18 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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