

TAO 欧洲之路。 *European Incoming.*

Newsletter October 2014

Dear Friends and Partners of TAO European Incoming,

Welcome to the October edition of the TAO European Incoming newsletter. This month, we'll be updating you on some of TAO's latest projects, as well as some recent, high-profile delegations from China to Germany. We also have a great event entertainment idea for you, and will be taking a short trip across the sea to the rugged north-west of Europe, to visit our partner in Scotland, Bill Thomson.

As always, if there is anything in our newsletter you would like to know more about, please contact us. We hope you enjoy our October newsletter!

News from TAO:



Project Update – VIPS in Berlin

The “IFA – Internationale Funkausstellung” in Berlin is the world’s leading trade fair for consumer electronics and home appliances. TAO European Incoming in cooperation with CITS, were both on board to assist with a special project at this year’s fair: VIP handling and hospitality for the fair’s largest exhibitor, Samsung.

The project included logistics, transport and VIP management, as well as classic corporate hospitality services for Samsung, welcoming VIP guests from China and other destinations. TAO European Incoming's Managing Director, Thorsten Wilhelm, personally attended the event, together with TAO's project team, to ensure that Samsung and its guests were delighted with their visit to Berlin.

The TAO Network: Our Expert in Scotland



In each newsletter, TAO introduces you to a member of our partner network. This month we meet Bill Thomson, TAO's partner in Scotland; a land of modern cities, rugged Highlands, whisky, ancient castles and breathtaking coastlines.

Why should Chinese MICE buyers consider Scotland?

Scotland's scenery has a reputation for being among the most spectacular in the world: Soaring mountains, atmospheric glens, mysterious lochs and endless coastlines will leave lasting memories with any guest. That mixed in with cosmopolitan cities, majestic towns and quaint villages make travelling around Scotland an absolute pleasure.

Which highlights in Scotland are essential for MICE guests from China?

Although Scotland is a small country, we offer a huge spectrum for incentive and event groups. Scotland's fascinating history includes battles, kings, queens, clan chiefs, world-respected poets and inventors, not to mention our national dress, the kilt, and our much beloved whisky. Our castles, palaces, hilltop forts, galleries, museums and stately homes make unique and impressive locations for events and celebrations. Furthermore, we Scots are well known for our friendly disposition and sense of humour; visitors are always made to feel welcome!

Can you tell us about some of your most recent projects?

Our events vary from the exclusive incentive and board events of around 12 people, right up to full blown conferences of 3000 delegates. We pride ourselves on making memories for our guests and showing them a side to Scotland that they simply could not discover on their own. Last month we set up a corporate campsite on the estate of a private castle where 30 clients from the telecom industry spent the team-building night round a roaring fire while enjoying good food and great

whisky. In previous years we have managed events such as a major fashion launch in a stunning historical palace and a 4x4 car launch deep in the heart of the Queen Elizabeth Forest Park.

Why are you part of the TAO network?

With the Chinese MICE market emerging so rapidly and turning towards Europe as an incentive or conference destination, the TAO network gives us the chance to showcase not only our own small but beautiful country, but indeed those of our closest neighbours in Europe too. The network gives clients in China access to similar minded incoming agencies throughout Europe, who can guarantee a consistent level of service for all their clients.

Activities & Locations:



“Water Bowl”: Guaranteed to Make a Splash!

Looking for some unusual entertainment for your next event in Europe? TAO has an idea which is sure to make a splash! In “Water Bowl”, two artists in a glass, water-filled tank deliver a breathtaking, acrobatic show full of artistry and emotion. Through individually designed costumes and unique choreography, coupled with special music and lighting effects, the show can be tuned to your specific corporate event and your own corporate design. Whether for a live event, at an exhibition or as part of a celebration, “Water Bowl” is sure to leave a big impression on your guests. Contact us for more information!

MICE & Travel News:



Meet Seme and Spero: China launches its official EXPO 2015 mascots.

Chinese Mascots “Seme” and “Spero” recently made their debuts at an EXPO 2015 Roadshow press conference. Spero, meaning “hope” in Italian, is the bigger of the two. Inspired by the form of an egg, Spero symbolizes new life, hope, power and a future yet to be discovered. Spero’s colours symbolize the red of China, and the greenness of seeds, which itself corresponds to the motto of the Chinese Pavilion: “Seed of Hope.” The red, white and green also echo the colours of the Italian national flag; a reference to the location of EXPO 2015.

Seme, the smaller of the mascots, takes its name from the Italian word for “seed.” Yellow in colour, Seme is the shape of a grain of wheat, and communicates the notion of growth, food and energy, as well as EXPO’s central theme of “feeding the planet, energy for life.”

TAO is an official reseller for EXPO 2015, and already offers a wide range of special EXPO packages, including VIP services and special access to various areas of the fair. Please contact us to find out more, and ensure that you’re not too late in securing the best deals for your clients.



Honoured Guests:

TAO Partner in Berlin enjoys high-ranking visit from China.

October saw the third round of consultation meetings between the governments of Germany and China, attended by the highest levels of political and diplomatic representatives of both countries, including Chinese Premier, Li Keqiang and German Chancellor, Angelika Merkel. As part of these meetings, a state dinner was held in honour of the Chinese Premier and his delegation, at the “Königliche Porzellan-Manufaktur Berlin (KPM)”; Berlin’s Royal Porcelain Workshop, founded in 1763 by the Prussian king, Friedrich II – and one of TAO European Incoming’s partners in the German capital. During their visit, Li Keqiang and Angelika Merkel enjoyed a tour of the workshop, highlighting the cultural and historical importance of the KPM, and were also given a display of the skill of the workshop’s painters and sculptors.

TAO European Incoming is delighted to offer exclusive VIP visits for our clients and partners to the Royal Porcelain Workshop in Berlin, either as a stand-alone activity in the German capital, or as part of TAO’s Berlin-Munich-Milan luxury EXPO Package. Please contact us for more details!

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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