
TAO 欧洲之路。 *European Incoming.*

Newsletter February 2014

Dear Friends and Partners of TAO European Incoming,

February's edition of the TAO newsletter takes our readers to the north of Europe, to the countries of Sweden and Denmark, to meet two of our Scandinavian partners. We also take a peek at the latest MICE hotel to open in the vibrant Swiss city of Zurich, we report on TAO's current EXPO status and introduce you to an eye-catching, gravity-defying new event idea: Vertical Soccer!

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 European Incoming is Authorized EXPO Sub-Reseller



Authorised Reseller

TAO is delighted to announce that the company has been awarded authorized ticket sub-reseller status for EXPO 2015. This allows those granted this official status to sell tickets to the EXPO 2015 direct, but more importantly, to officially include them in packages and tour programs.

The EXPO 2015, the world's largest international exposition, will take place in Milan, Italy from 1st May to 31st October 2015. The key themes of the 2015 event will centre around global sustainable development; including issues of feeding the planet, green energy and environmental policy.

TAO can already offer support for EXPO 2015, from tours and VIP packages, to direct assistance with pavilions and events at the fairgrounds. Please contact us for more details.

The TAO Network: Our Experts in Denmark and Sweden



Ebbe Kiaer

Hanne Nehmar

In each newsletter, TAO introduces you to a member of our partner network. This month we're in Denmark and Sweden to meet Hanne Nehmar and Ebbe Kiaer, in the invigorating seascapes of Scandinavia. This incredible region combines untamed nature and ancient culture with world-class design and the avant-garde of European cuisine.

- What makes Denmark and Sweden perfect MICE locations?
Scandinavia is an attractive cocktail of beautiful nature, clean air and a welcoming culture - from the rolling hills and timber houses of Denmark, to the breathtaking Northern lights in the very north of Sweden. Scandinavian society is uniquely social. Indeed, the Danes have recently been ranked the happiest people in the world by a recent United Nations survey! Furthermore Sweden and Denmark are home to a range of globally well-known brands such as Royal Copenhagen, Bang & Olufsen or Filippa K, making our region great for shopping and for meeting design experts.
- Are there any recent projects you're particularly proud of?
Some recent events we've been very happy to be involved in include a major car launch for Citroën, where more than 60 groups came to test their cars in Copenhagen and Malmö, Sweden. The project was centred around the breathtaking "Turning Torso" skyscraper in Malmö, designed by the Spanish architect, Calatrava. We also organized the IIF Spring Meeting in

Copenhagen with 600 international bankers, ministers and VIPs, including an incredible dining experience at the UNESCO-protected Kronborg Castle.

- Why are you part of the TAO network?

Our agency, BDP, is part of the TAO network because we believe that in a partnership with more than 20 partners, we can make a difference to the Chinese market by offering a uniquely wide selection of the best of Europe.

Venues & Locations:

Sheraton Zürich Hotel Welcomes its First Guests



The cosmopolitan city of Zurich is an increasingly popular destination for Chinese companies and travelers, attracted by its delightful blend of architecture, relaxed lifestyle, designer boutiques and its importance in international finance. Now Switzerland's largest city, home to global players such as UBS, Credit Suisse and Zurich Insurance Group, offers a brand new, world-class hotel, specializing in the MICE market: The Sheraton Zürich Hotel, in the city's popular western district.

The hotel opened its doors in January this year. The property offers 197 rooms and suites, as well as two club floors on the 9th and 10th stories, where guests enjoy entry to the exclusive Sheraton Club Lounge. Alongside a fantastic view across Zurich, lounge guests benefit from a wealth of extras, such as continental breakfast, drinks and snacks and free wifi.

The hotel's spacious, bright event and meeting space includes eight multifunctional areas for events, seminars and workshops with up to 240 guests; perfect for high-end symposia and launch events. A total of 630m² of MICE space is available, complemented by the very latest in technical equipment and a huge spectrum of food and beverage options – from Asian to classic Swiss.

For more information on planning your event in Switzerland, please contact the TAO team!

MICE & Travel News:

Football v. Gravity: That's Vertical Soccer!



Looking for a spectacular framework for your MICE project? Vertical Sports uses the facade of buildings as a playing field, to stage a sporting event in a vertical position. Sales messages can be communicated via the choreography of the game, as well as on shirts, banners and even across the playing field.

The options are endless: Soccer, skiing, table-tennis or athletics – almost every sport can be dramatically staged on the exterior of a building. By inviting celebrities and sports reporters as testimonials, clients can increase the publicity effect of the project even further.

With so many major sporting events taking place this year, such as the FIFA World Cup in Brazil and the Youth Olympic Games in Nanjing, perhaps vertical sport will prove to be the eye-catcher your event needs?

For further information on this unique product, please contact the TAO 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 20 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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