

Newsletter 25.04.2014 EN

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Newsletter April 2014

NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to the April edition of the TAO European Incoming newsletter. This month we visit Holland, look at new, forthcoming flight connections between China and Germany, and also introduce one of TAO's latest ideas for incentive and team-building activities, available in cities throughout Europe.

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 Launches New Themed EXPO 2015 Packages





In time for the forthcoming EXPO 2015, opening in May 2015, TAO has developed a unique range of themed, European packages. TAO's EXPO portfolio offers 25 different itineraries and incentive travel experiences, blending the best of Europe with a visit to the world's most important global exhibition. The packages are available in bronze, silver and VIP gold standards, covering all budgets and travel requirements. Every package includes at least one European destination combined with an exclusive visit to EXPO in Milan, with VIP onsite treatment including fast-track entry, lunch and wifi as well as meet-and-greets with official EXPO representatives. The portfolio includes European cities such as Paris, Berlin, Prague, Madrid or Stockholm. Our team will shortly be sending you an e-brochure highlighting the packages currently available. Please contact us for further details.

The TAO Network: Our Experts in the Netherlands



In each newsletter, TAO introduces you to a member of our partner network. This month we meet Daan Riemeijer in Holland; a country with a proud history of international trade, lively traditions and very friendly people! We asked Daan a few questions about why Chinese clients should consider the Netherlands for their next European MICE project.

- What makes Holland a good MICE destination for Chinese clients?

Holland is easy to reach from China and has great MICE infrastructure. It's centrally located in western Europe and is the perfect place to start an EXPO tour of Europe. On top of that, we are price competitive, safe and very welcoming to foreign guests!

- Which are some of your most memorable recent projects?

We recently carried out a very successful high end incentive for 80 Chinese bankers in Holland, including a stay at a luxury hotel, cuisine from Michelin starred restaurants, gala evenings and some extraordinary local activities, which allowed our guests an insight into local business and culture.

- Why are you part of the TAO network?

TAO network is **the** European incoming agency. We are a DMC that specializes in creating extraordinary experiences and great 'incentive' products. We think that combining the buying power of TAO with our local knowledge will be hugely profitable for Chinese groups and that as TAO we can add value to tours.

Venues & Locations:

Will You Take the iPad Challenge?



TAO's latest activity for incentives and team-building combines city sightseeing with a purpose. The "iPad Challenge" is a game in which any number of small teams, each equipped with an iPad, are set a series of tasks and challenges as they find their way through an interactive route of the city. Effective teamwork and communication are needed to win, with teams visiting points of interest, photographing, chatting, scanning codes and finding hidden caches, against each other and against the clock. The team which develops the best strategy will be champions.

The activity is available in Mandarin, with all online instructions and communication also in that language. Perhaps something for your next team event in Europe? Contact TAO European Incoming for more details!

MICE & Travel News:

Faster Schengen Visas on the Way!



Visa applications for Chinese visitors to the EU's Schengen states are set to become easier. On Tuesday, 15th April, the European Commission made an official suggestion in Brussels, to make visa applications for non-EU visitors simpler and quicker. The suggestion must be accepted by the European Parliament and the EU states, but is expected to come into force in time for EXPO 2015.

The Commission's outline proposes that Schengen visa authorities must make a decision on a visa application within 10 days. Applications should also be made possible online as well as at the consulates of all EU states. A new multiple visa for frequent travelers to the EU, valid for up to three years, is also being proposed, as well as a round-trip visa, which would allow a Chinese guest to stay in the Schengen area for up to one year, although he or she may only remain in one state for up to 90 days every six months.

Visa applications to the EU have constantly been on the rise for years. In 2013, some 1.2 million Chinese travelers applied for visas to enter the EU's Schengen area.

New Direct routes link Germany and China: Shanghai-Munich / Guangzhou-Frankfurt



Air China will inaugurate a new Shanghai-Munich non-stop service on June 6th, bringing the number of the European cities it serves from Shanghai up to four, with the other three cities being Frankfurt, Milan and Paris. The new service will operate four-times weekly.

The outbound flight departs from Shanghai at 01:00 Beijing time and arrives in Munich at 07:10. The return flight departs from Munich at 12:35 local time and arrives in Shanghai at 05:45 Beijing time the following day. A widebody A330-200 will be used on the new route.

June also sees the start of China Southern Airlines' new Guangzhou-Frankfurt route, which the airline will serve three times a week. The outbound flight leaves Guangzhou at 21:30, landing in Frankfurt the following day at 06:00. Departure from Frankfurt is at 14:15, arriving in Guangzhou the next day at 09:15. China Southern Airlines will also be flying an A330-200 on the route.

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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