

# TAO 欧洲之路。 *European Incoming.*

## Newsletter Januar 2016

Dear Friends and Partners of TAO European Incoming,

Welcome to the January edition of the TAO European Incoming newsletter; the first of the New Year. To all our friends and clients, we wish you a fantastic start to 2016! We trust that the coming 12 months will bring success and growth for all of us, working together to develop our business as partners.

This month we start with an invitation to meet the TAO team, and a reminder for the international BAUMA trade fair in Munich. We also celebrate 100 years of BMW, take a trip to the Alps and introduce you to the “Best Country in the World”!

We hope you enjoy this month’s update and look forward to your feedback.

### News from TAO:



#### **And Then Come and Meet us in Frankfurt!**

The IMEX is Germany’s most important MICE trade fair, taking place this year from 19<sup>th</sup> to 21<sup>st</sup> April in Frankfurt. TAO European Incoming will continue, as in the past, to partner with the IMEX’s Hosted Buyer scheme, but 2016 marks a debut for the company. TAO European Incoming will exhibit at the IMEX this year, at the giant “German Convention Bureau” stand; one of the trade fair’s most prominent meeting points.

Come and meet the TAO team in Frankfurt, and learn more about how TAO can support and develop your business with Europe. To make an appointment to see us, please send a mail to: [contact@tao-incoming.com](mailto:contact@tao-incoming.com)



### **TAO Official Partner of Bauma 2016 in Munich**

TAO is an official partner for Bauma 2016, the world's leading trade fair for construction machinery, building material machines, mining machines, construction vehicles and construction equipment.

Working with the agency MMI in Shanghai and Bauma in Munich, TAO will provide Chinese visitors and exhibitors with all the services they need to optimize their time in Munich. From expert meetings and VIP shuttles, to onsite services such as hostess management, on-stand entertainment, cocktail receptions or events, TAO is on hand.

To find out more about TAO's Bauma packages and service portfolio, please send a mail to: [bauma@tao-incoming.com](mailto:bauma@tao-incoming.com)

### **Activities & Locations:**



### **100 Years of BMW: A Bavarian Classic**

BMW is one of Germany's best-known brands, and a classic in the world of automobile. This year, on 7<sup>th</sup> March, the BMW Group will begin celebrations to mark the 100<sup>th</sup> anniversary of the company. Yet rather than reflect on what has happened at the "Bayerische Motoren Werke" since 1916, BMW is marking the

milestone by looking at the innovations and developments which are set to shape the next 100 years at the company.

TAO enjoys a strong, long-standing relationship with BMW; a company that has proven to be a consistent, innovative force for progress, fostering a responsible attitude towards society and the environment. TAO offers fascinating incentive and professional development packages with BMW, featuring incredible locations, such as BMW Welt in Munich, and input from leading industry experts.

For more details and ideas on leveraging BMW's Centenary Year for your MICE calendar, please contact the TAO team.

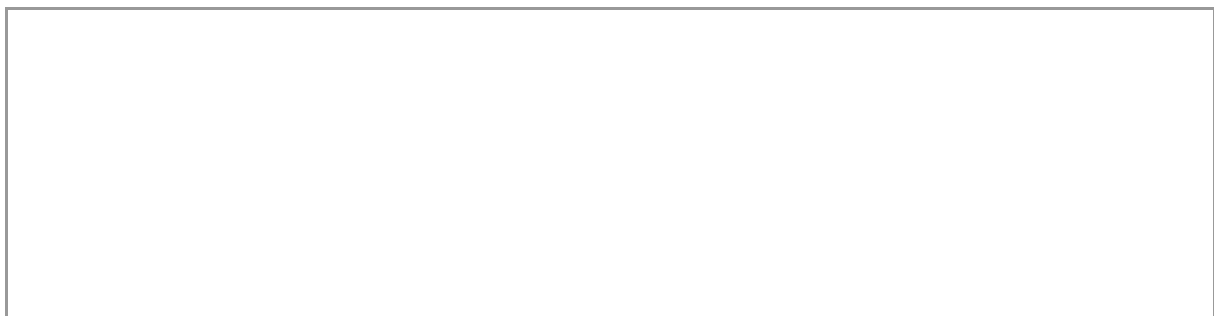


### **Austrian Hospitality: Congress Centrum Alpbach**

The village of Alpbach in Tirol is considered one of Austria's most beautiful villages. It's also the location for one of Europe's most celebrated MICE locations; the Congress Centrum Alpbach. Since 1945, the centre, architecturally integrated into the mountain landscape, has been the home of the "European Forum". This unique think-tank for experts from around the world covers all aspects of the natural and social sciences, from medicine to linguistics, from finance to politics.

This year, the Congress Centrum Alpbach is set to be able to welcome even more MICE guests than before. The centre is currently being extended by a further 1234m<sup>2</sup> of multifunctional event space, generating further opportunities for congresses, conferences, meetings, corporate or special events and exhibitions. The new construction is due to be completed by early summer. Watch this space for more details...

### **MICE & Travel News:**





### **It's official: Germany is the Best Country in the World!**

A recent report released at the World Economic Forum in Davos, Switzerland, has confirmed what many at TAO have been telling our friends and partners in China for years: Germany is the best country in the world, so come and visit!

It is the first time that a "Best Country Report" has been created for the forum. The ranking looked at 60 countries, evaluating each state's worldwide performance and its standing as a global brand. The report has been published by the American media company "U.S. News", brand consultancy company, BAV Consulting (WPP), and the Wharton School of the University of Pennsylvania.

Germany scored high points for its strong economy as well as its international influence. Other European countries also fared well in the report, with Luxembourg being marked out as particularly business-friendly, and Italy earning a high ranking through its unusually strong and rich history and traditions.

The report also contained excellent news for China. The **PRC was ranked as the best country in the world in which to start a career**. So to give your own MICE career a boost, get in touch with TAO!

### **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](http://www.tao-incoming.com)**

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