

TAO 欧洲之路。 *European Incoming.*

Newsletter April 2016

Dear Friends and Partners of TAO European Incoming,

Welcome to the April edition of the TAO Newsletter. This month we introduce you to a new member of the TAO team and to a new hotel in Madrid. We also look at a very exclusive, waterbound meeting location in Berlin and some of the many cultural and sporting events taking place around Europe over the coming months. We hope you enjoy this month's update. Please do share your feedback!

News from TAO:



Doing Business from Shanghai to Frankfurt

The IT&CM exhibition took place in Shanghai from 6th to 8th April; a gathering of some of China's and Asia's leading MICE players. TAO European Incoming was there to catch up with friends, partners and new contacts at the show, welcoming them at its base on the Visit Berlin stand. The successful event was the first time that TAO has taken part in the IT&CM. It proved to be a great start, with TAO showing its commitment to the Chinese market as the only European agency present at the trade fair.

Just a couple of weeks later, from 19th to 21st April, TAO was again presenting its full range of services and destinations at the IMEX Frankfurt, Germany's leading MICE trade fair. This time, TAO partnered up with the German Convention Bureau on its eye-catching stand.

Thorsten Wilhelm, Managing Director of TAO European Incoming, said: "Both the IT&CM and IMEX were very positive for TAO. It was great to meet and do business with so many of our clients and partners from across Europe and China. It's testament to our standing in the Chinese MICE market that we received so many requests for meetings and proposals during these two events. Our network just keeps growing!"



Introducing Zephina Chan

We are delighted to introduce you to a new member of the TAO team: Zephina Chan. Zephina has recently joined TAO's Munich office, where she will be working on project and event management.

We asked Zephina a few questions...

Where are you from and what brought you to Germany?

I am originally from Hong Kong, but I've lived in London for the last five years, as part of the opening team for the Shangri-La Hotel, At the Shard, London. I've moved to Germany now with my husband, and we're enjoying our new lifestyle here.

Tell us a little about yourself. Where have you studied and which languages do you speak?

I have a Bachelor degree in Business Administration from Hong Kong, as well as a post-graduate certificate in Hospitality Management from Florida, United States.

Cantonese is my mother tongue, but I also speak fluent English and Mandarin. My German is currently at an intermediate level, but it's getting better every day!

Which is your favourite part of Europe and where would you like to visit?

Venice is very beautiful but in general I love Munich the most. History, culture, good food, interesting events. The place I'd like to visit next is Prague. It's only a short drive or train journey from Munich, so perhaps I'll get there soon...

What do you love most about Europe and why should MICE buyers from China consider bringing their clients here?

I love the natural landscapes. There's so much fresh air, with mountains and lakes, and forests full of wildlife. I think MICE buyers should take their Chinese clients to Europe because of the rich and diverse culture the continent offers. And the countries are so close together, it is perfect for events involving more than one city, or one country or one culture.

Deloitte.

Deloitte Delighted

On 5th April, TAO was honoured to handle the Deloitte's Global Variation Executive Committee Event in Munich; an exclusive team-building event for 26 Deloitte leaders from around the world. Following a day of meetings and presentations, the group was treated to an exclusive, private tour of BMW Welt, before heading on to the authentic Bavarian tavern, "Alte Wirt" in the Moosach quarter of the city. Here the group was welcomed by a beer sommelier, who guided them through a tasting of eight German brews, as well as an introduction to the traditional Bavarian "Brotzeit"; a delicious platter of specialities from the region.

The evening finished with dinner at the historical "Pfistermühle" restaurant; one of Munich's best Bavarian eateries. Here the group enjoyed classic Bavarian dishes, including fresh fish from the region's lakes and rivers, and tender beef from Alpine pastures.

Activities & Locations:



Abion Yacht Aida – Luxury on the Spree

The luxury yacht Aida is perhaps one of the most exclusive and unusual ways to discover Berlin. Built in 1930, this unique craft exudes style and grace, as it glides along the waters of Berlin's River Spree. The yacht is fitted out in the finest woods and leathers, offering the perfect – and very private – venue for incentive groups of up to 10, or meetings and presentations with up to 10 participants.

The yacht is available from April to October, to make the most of Berlin's warm summer. Nonetheless, with spacious seating both on deck and in the cabin, the yacht can sail in all weathers.

For more details on this special activity in the German capital, please contact the TAO team.

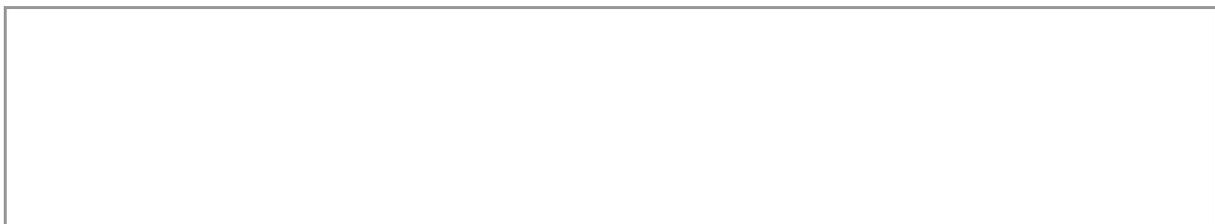


TOTEM – Made in Madrid

June sees the opening of a brand new design hotel in the heart of the Spanish capital, Madrid. Located in the upscale Salamanca area of the city, TOTEM, a member of Small Luxury Hotels of the World, offers 64 rooms over five floors, all marked by a sense of the city's heritage and traditions. Much like entering a private members' club, the public and private spaces blend luxuriant, contemporary furnishings with wooden panels and hardwood parquet flooring, laced with artworks and objet d'art

Guests at Totem can enjoy some of the finest shopping in Europe, with names such as Tiffany & Co and Manolo Blahnik just a few steps away. The location of the hotel also makes it an ideal base for high-end groups or corporate guests to explore the city and do business from. At night, the hotel's bar and restaurant will become a place for the city's in-crowd to see and be seen at.

Festivals and Events around Europe:





Each month, we'll keep you updated on forthcoming events, festivals and exhibitions taking place around our continent. Here are three highlights to watch out for. Contact TAO for more details of how to incorporate these events into your MICE planning.

10th June to 10th July – UEFA Euro2016, France

Europe's biggest international football championships kick off in France this June. UEFA Euro2016 promises to be an energizing festival of sport, with 24 national teams battling for the prestigious Henri Delaunay Cup in 51 matches. The first game on 10th June will see France play Romania at the Stade de France, the same stadium that will host the final the following month. Nine further locations will host matches, from Nice in the south to Lille in the north.

11th June - The Queen's Birthday, UK

Every year, Britain celebrates the "official" birthday of its Queen with an impressive, grand horseback parade, known as "Trooping the Colour". This year's event is set to be even more special, with Elizabeth II celebrating her 90th birthday, and her 64th year on the throne – the longest reign of any British monarch. Guests at the occasion, which takes place in the central London district surrounding Buckingham Palace, are treated to a spectacular show of pomp and tradition. At the pinnacle of the event, a flight display with aircraft from the Royal Air Force flies across the British capital, watched by the Royal Family from the balcony of the palace, and thousands of spectators.

1st to 31st July – Istanbul Shopping Fest

Istanbul's sixth annual Shopping Fest takes place during the whole month of July, presenting bargain hunters and culture fans with the perfect opportunity for the ultimate experience of this fascinating, ancient city. Visitors can enjoy a huge spectrum of daily events, concerts, competitions and fashion shows throughout Istanbul, all combined with fantastic discounts and special offers in all the city's malls and bazaars.

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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