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# TAO 欧洲之路。 *European Incoming.*

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**Newsletter June 2013**



## **TAO European Incoming Makes MICE History!**

In the run-up to this year's IMEX in Frankfurt, and in conjunction with China MICE Committee, TAO European Incoming hosted around 30 senior Chinese MICE buyers on fam trips to Bavaria and Prague. The project was a milestone for the German MICE industry: For the first time ever, a private European company was able to host a major Chinese delegation.

TAO's guests were introduced to more than 50 venues, hotels and locations in Bavaria and the Czech Republic. Highlights of the fam project included favourites such as BMW Welt, Neuschwanstein Castle and a gala dinner at Zofin Palace in Prague. The participants were also introduced to more exclusive experiences, such as private shopping in Munich's Maximilianstrasse and the chance to visit a closed rehearsal session of the Czech National Symphony Orchestra.

Thorsten Wilhelm, Managing Director of TAO European Incoming said: “We are excited by the response to this first ever, non-governmental fam project to Europe. Our guests were delighted. TAO has been able to show not only some of the hardware, locations and facilities available in Europe, but also demonstrate our understanding of Chinese clients’ specific demands. TAO’s blend of event competency, professionalism and cultural know-how means that we are set to grow just as strongly as our Chinese partners are.”



### **Our Man in Prague**

In each newsletter, TAO will introduce you to one of our partners in Europe. This time, we travel to the Czech Republic to visit TAO’s partner in Prague, **Martin Schmid**.

*Martin, how long have you been in the MICE industry?*

Our company has been involved in international MICE business since 2001, and we formed our own adventure and off-road operator in 2003, so we’ve got plenty of experience. So far we’ve organized more than 500 events for clients from around the world.

*What kinds of events have you organized?*

Our competency is wide ranging. We’ve handled everything from international congresses for 850 delegates, teambuilding events for 2500 people and an exclusive incentive trip for 60 VIP guests from Asia. A highlight for me is the Austrian Ball which we organize annually in Prague.

We have around 900 guests each year, and the ball is one of the city's most important social occasions. It's an honour to be entrusted with such a prestigious event!

*Why are you a part of the TAO network?*

Because we're professionals, who enjoy working with other professionals! We can see that TAO provides real benefit for Chinese clients, and China is a market that we are committed to. As such, anything that makes life easier for our Chinese clients is also good for us.

### **Activity News**



#### **Speed in the Snow in Scandinavia**

While the summer warms up China, TAO offers two uniquely “cool” experiences for winter in Europe, combining the beauty of Scandinavian landscapes with the thrill and adrenalin rush of high powered motors.

TAO's “Winter Driving Action” package takes guests to BMW's winter test center in the far north of Sweden. Discover the excitement of driving a top-of-the-range BMW through ice and snow, learn how to control a high-powered car in Arctic conditions and finally test your driving skill against your colleagues and friends.

For those seeking the ultimate outdoor winter adventure, TAO suggests the “Snowmobile Safari” on the Norwegian island of Spitsbergen. Speed through incredible frozen landscapes on your snowmobile, over glaciers and

along valleys, where the nearest neighbours are the polar bears...

Contact us for more details!

### **Venues and Locations**



#### **Book early and Receive Discounts off Your Hotel Spend with Hilton:**

TAO and Hilton Hotels can help you make the very most of your project budget with new discounts on bookings made before 31<sup>st</sup> August 2013, at Hilton hotels throughout Europe. A 10% discount is available on new bookings, made before the August deadline, for stays until the end of 2013. For projects taking place in 2014, bookings made by the end of August will be rewarded with a 20% discount on hotel spend. Contact TAO to find out more!

#### **Qube in Frankfurt – More Mandarin on the Main!**

In May, Frankfurt saw the opening of Qube; the city's first business hotel, specifically catering for the demands of Chinese travelers. The hotel is a joint project between the Spanish hotel company, Melia Hotels International, and Chinese property developer, Greenland Group. The hotel has Mandarin-speaking staff and Chinese cuisine with Mandarin menus, while Qube's 177 rooms include amenities such as Chinese plug adapters, Chinese TV channels and specially stocked minibars. Guests may also pay for their stay with a Union Pay credit card.



### **Europe Gets Even Closer!**

The growth in airline connections between China and Europe continues to develop: Good news for us all! In May, Air China launched new routes joining Beijing and Geneva, as well as Chengdu and Frankfurt, while June 14<sup>th</sup> saw the inaugural departure of Finnair's new Xi'an-Helsinki flight. This connection is the very first direct route from Xi'an to a European destination, and is indicative of Finnair's clear Asian expansion programme.

Other developments to look out for in the coming months include the start of Lufthansa's A380 service between Frankfurt and Pudong, scheduled to begin in September. September will also see the start of a new British Airways route from Chengdu to London Heathrow. The direct service will connect the cities three times a week.

### **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 18 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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