

TAO 欧洲之路。 *European Incoming.*

Newsletter May 2014

NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to the June edition of the TAO European Incoming newsletter. It's been a busy time for TAO, and we're delighted to be able to report on some of our recent projects, both in Europe and in China. This month we also introduce you to "SMSlingshot", an innovative live communications tool, and we talk with Hans-Peter Knödler, co-founder of TAO European Incoming and Managing Director of the Munich-based MICE agency, ten & one.

We hope you enjoy this month's TAO newsletter. We look forward to your feedback!

News from TAO:

From Berlin to Beijing via Frankfurt...

The last few weeks have been exciting for TAO, and we're delighted to report on two prestigious projects we have been involved in.



Last month, TAO initiated and hosted the **China MICE Forum** at the IMEX in

Frankfurt, the very first platform for Chinese MICE experts to meet and exchange ideas with the European MICE industry. Around 50 participants from China and across Europe took part in the evening event, held at the QGreen Hotel by Melia. The forum included key speakers from CITS, CYTS, TAO European Incoming and the German Convention Bureau, as well as the opportunity to network and meet new contacts. A special treat was provided by the performers of Drum Café, who surprised the participants with a lively, group percussion session.

The China MICE Forum is an annual event, which will take place each year at the IMEX in Frankfurt.



TAO has also recently been active in a high profile project in Beijing, on behalf of Berlin's city mayor, Klaus Wowereit. As part of an official visit to the Chinese capital, celebrating 20 years of partnership between Beijing and Berlin, Mr. Wowereit officially opened an exhibition on the history of Berlin. TAO had the honour to manage this public event, as well as the official reception which followed at the German Embassy, which was attended by around 400 invited guests.

The TAO Network: Our Expert in Germany



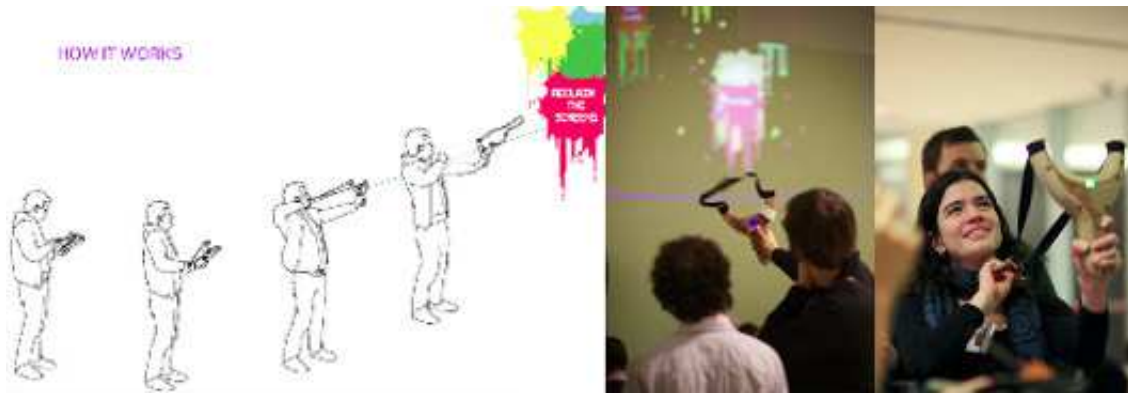
In each newsletter, TAO introduces you to a member of our partner network. This month we meet Hans-Peter Knödler from ten&one Eventagentur GmbH in

Munich, Germany. Hans-Peter is not only a MICE professional with decades of international experience, he is also a co-founder of TAO European Incoming, and serves as the company's CEO.

- **Why did you form the TAO network?**
- Anyone involved in the industry can see the strong development of the Chinese MICE market. Yet Europe has traditionally been more of an outbound than an inbound market, and we felt that European agencies were not able to see their own continent through the eyes of Chinese clients. Our aim with TAO is to present the whole continent from one source, tailored to the demands of our Chinese clients, but saving them the trouble of issues of language, currency and invoicing from numerous countries. We see that increased Chinese investment in Europe is likely to lead to more MICE activity in Europe, and we're here to provide know-how, local knowledge and event experience in 28 countries.
- **Why should Chinese MICE buyers consider Germany as an event or incentive destination?**
- Germany and China are strong economic partners, and there is already a wealth of cooperation between the governments and business communities of our countries. In Germany, we offer an irresistible combination of access to top experts in all industries, world-class brands and luxury experiences, as well as vibrant, international cities and pristine nature. Munich is a great example: We can offer guests VIP meetings with leading BMW engineers, have them test-drive the latest model on our famous autobahns, spend an afternoon shopping in the exclusive boutiques of the city, then enjoy a traditional Bavarian evening in an Alpine village, surrounded by mountains, clear, fresh air and sparkling lakes.
- **Which are some of your most memorable recent projects?**
- We've just completed a fantastic Bavarian incentive and networking event for a major Chinese technology and textile company, Joymain and Joymain Laca, which we really enjoyed. We handled around 550 of their top sales people, with dinners and presentations in high-end locations, such Castle Nymphenburg, Löwenburgkeller and BMW World. The highlight was a Bavarian night of celebration in the famous Hofbräukeller beer hall. It was a great night for our client and also for us!

Activities & Locations:

SMSlingshot – The Writing is on the Wall...



SMSlingshot is a dynamic and effective communications tool for live events, combining discussion, group input and fun. The concept consists of two features: The electronic catapult or slingshot, on which a short SMS message can be written, which is then fired onto a giant screen, where the message is displayed as a coloured “splat”! Alternatively, for outside events, any wall or flat surface can also be used to display the messages.

The SMSlingshot has been developed by a group of German technology and software specialists, designers and artists, and is available to use in various languages and in almost any event setting. In fact, the tool was recently showcased at the German embassy reception to welcome Berlin’s mayor, Klaus Wowereit, to Beijing. Please contact TAO European Incoming for more details on this unusual event tool.

MICE & Travel News:

China Southern Airlines Links Frankfurt with Guangzhou and Changsha



With its inaugural flight on 24th June, the P.R.C’s largest airline, China Southern Airlines, now offers a direct route from Frankfurt to Guangzhou, with a short stop en-route in Changsha; the first time that the city has been connected with Frankfurt.

The new route will be flown three times a week, with A330-200 aircraft in a four-class configuration for around 250 passengers. China Southern Airlines is a member of the SkyTeam alliance.

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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