

TAO 欧洲之路。 *European Incoming.*

Newsletter June 2015

Dear Friends and Partners of TAO European Incoming,

Welcome to TAO European Incoming's June newsletter. This month we report on the latest projects and awards from the TAO network, take a trip to an exclusive retreat in the Bavarian Alps, introduce you to a dynamic new event display tool and have dinner under the earth!

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

News from TAO:

TAO on Tour



Last month saw TAO on tour in China, in Beijing and Shanghai, as part of a Munich Tourism roadshow, presenting the region and its neighbours to the Chinese market. TAO was the only MICE/DMC agency to take part in the event.

The four-day Munich roadshow included sales calls, presentations, workshops and networking sessions, with the "Paulaner" Bavarian restaurants in both cities providing exactly the right setting to showcase the destination. A press conference was also held in Beijing for the MICE trade press, at which TAO was the subject of

much interest.

The TAO team from Berlin and Munich frequently visit our partners and clients in Beijing and Shanghai. If you would like to speak with a member of our team during TAO's next visit to China, please just drop us an email. We would be delighted to meet you!

Congratulations, Karina!



TAO's Norwegian family member, headed by owner and Managing Director, Karina Fuerst, recently won the prestigious IMEX/GMIC (Green Meeting Industry Council) "Commitment to the Community Award" at the IMEX in Frankfurt.

The "Commitment to the Community Award" showcases organisations that incorporate corporate social responsibility into their meetings or events. Jointly run by the Green Meeting Industry Council (GMIC) and IMEX, the awards has been developed to recognise companies within the meetings and incentive travel industry that are making an effort to minimise their environmental impact and maximise their social contribution.

TAO says: "Congratulations, Karina!".

TAO Successfully Completes Projects with China CITIC Bank and Huawei



In mid-April, TAO welcomed a VIP group from the prestigious China CITIC Bank to Frankfurt, Germany, for a three-day roadshow in the city. The delegation of 10 senior management figures from the bank was headed by the President of the bank herself. During the visit, TAO took care of the group's destination

management requirements, including VIP transport and professional, Mandarin-speaking guides.

In May, TAO supported the new office opening of HUAWEI Technologies in Munich. The new office was recently completed to facilitate new teams, as a result of Huawei's continuous growth and new collaborations with new partners in the region. The new floor space of 3640m² will facilitate more than 300 staff, with meeting rooms of various sizes and reception areas.

Life of Trees at EXPO 2015



The EXPO 2015, currently taking place in Milan, is dedicated to themes of sustainability and environmental best practice. TAO European Incoming and its German affiliate, ten&one Eventagentur, have had the pleasure to be involved in a unique project, covering these important issues: The animated edutainment film, *Life of Trees*, by Director and Producer, Dr. Peter Popp.

TAO and ten&one have supported the international marketing of *Life of Trees*, and through the agencies' contacts, the film has now been showcased at the German EXPO pavilion. Dr. Peter Popp thanked the agencies for their assistance and noted that they had "made a valuable cultural contribution to the German pavilion at EXPO".

Activities & Locations:

A Castle in the Mountains: Schloss Elmau



Schloss Elmau is an exclusive oasis of luxury, culture and wellness, located in the Bavarian Alps around 100km south of Munich and 1000m above sea level. On 7th and 8th June this year, the hotel hosted the G7 Summit, welcoming the leaders of Germany, USA, Japan, UK, France, Italy and Canada. But it's not only Presidents and Prime Ministers who can enjoy the exquisite interiors and breathtaking natural surroundings of Schloss Elmau. The castle is ideal for incentives and events from 15 to 250 guests.

The hotel has four main event spaces, including a grand ballroom and an intimate library for small executive workshops or board meetings. A highlight for MICE groups is the hotel's very own Alpine chalet, a 30-minute walk from Schloss Elmau, which offers a taste of real Bavarian tradition, with its open fireplace and panoramic views of the Zugspitze, Germany's highest mountain. The chalet can host evening events for groups of up to 70 people.

And after a day of meetings or workshops, guests can relax in Schloss Elmau's world-class spa, enjoy fine dining in Restaurant Fidelio or the castle's gourmet restaurant, Luce d'Oro, or simply relax in the La Terrazza Lounge at one of the hotel's many musical and cultural happenings.

A Gala Under the Earth?



TAO European Incoming is always on the lookout for unusual and new locations for events and workshops. But what about under the earth? At the Berchtesgaden Salt Mines in Bavaria, TAO can offer you just that; a one-of-a-kind location, combining nature, history, tradition and industry, at Germany's oldest, functioning

salt mine.

Memorable gala, incentive or presentation events can be held in this imposing setting. And it's also possible to offer your guests a little something for their health, by combining your event with a visit to the mine's medicinal salt caves. Here, lying on soft loungers and surrounded by 260-million-year old rock salt, your guests will soon be feeling relaxed and energized from the effects of the wonderfully clean, salty air.

Please contact TAO for more unique and unusual location ideas!

MICE & Travel News:

Pyrostylex – New Display and Event Technology from Germany



Pixelsticks, as a means of creating lighting effects at events and shows, have been on the market for three or four years. But now, a TAO partner company, Pyrostylex, has taken the idea to a brand new level. Pyrostylex has recently launched the first full HD, 120-pixel stick, as well as special computer software that allows the pixelstick to be used in the same way as an HD display screen. Logos and even videos can be shown in high quality, without the need for fixed screens, and in an incredibly dynamic and flexible way.

A special feature of the stick's software is synchronization. Up to 20 sticks can be simultaneously programmed and used, each displaying exactly the same content, at exactly the same time. Furthermore, this content can be linked to a music file, creating an integrated blend of sound and light for the perfect presentation of your brand message.

For further details of how Pyrostylex pixelsticks can give your next event in Europe a unique edge, please contact the team at 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**

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