

# TAO 欧洲之路。 *European Incoming.*

## Newsletter June 2016

Dear Friends and Partners of TAO European Incoming,

Welcome to the June edition of the TAO Newsletter. This month we have some special packages for those who love fast cars and beautiful landscapes, as well as a new luxury location on a dreamy Spanish island. We'll update you on what TAO has been doing in June, and bring you some unusual festival highlights for Europe this summer.

We hope you enjoy this month's update. If you'd like more details about any of the ideas or topics in this edition of our newsletter, please send us a mail.

### News from TAO:



#### **TAO at MEXCON**

The third annual MEXCON – Meeting Experts Conference took place at the Mercure Hotel MOA in Berlin on 6<sup>th</sup> and 7<sup>th</sup> June under the motto “Creating the Future”. Positioned as a trade conference and communications platform for the German events industry, the conference attracted over 400 leading MICE decision-makers and trend setters from across the country, as well as from neighbouring Austria and Switzerland.

Not only was the TAO team present at this trade gathering, but Managing Director, Thorsten Wilhelm, was invited by MEXCON's organizers to deliver a key-note

speech on the subject of “Do’s and Don’ts in Chinese Business”. Mr. Wilhelm’s presentation touched on a variety of inter-cultural and market-specific topics, ranging from the expectations and preferences of Chinese guests to business etiquette, with examples from his own broad experience.

The event served to show many of MEXCON’s participants the potential of Chinese business, and also TAO’s role as a European leader and partner in serving this developing market.



### **Defair and TAO Bring Some Extra Sunshine to the Intersolar Europe**

The Intersolar Europe is the world’s leading trade fair for the solar energy industry and its partners. This year’s edition of the fair took place from 22<sup>nd</sup> to 24<sup>th</sup> June in Munich, and marked 25 years since the foundation of the event.

TAO was delighted to support its Chinese partner, Defair, at Intersolar Europe, assisting with a stand event. Among various services, TAO organized on-stand entertainment in the form of the popular jazz quartet, Sakas & Band, attracting around 120 guests.

### **Activities & Locations:**



### **High Octane Experiences with TAO**

Not only does Europe produce some of the world’s most innovative and desirable cars, it also provides some of the most thrilling landscapes to drive them in. TAO has teamed up with specialists, Drive in Motion, to create three new unique

packages, highlighting the best of European engineering and nature.

The four-day Porsche package allows participants to drive a cabriolet Porsche Carrera along the winding Alpine passes of the Grossglockner mountain in Austria. Alongside accommodation in an exquisite luxury hotel with the finest gourmet food and drink, the package also includes a two-hour introduction to golf.

A second, shorter package offers guests the chance to drive the Porsche of their choice (911 coupe or cabriolet, Panamera, Cayenne or Macan) through the pristine woodlands of the Black Forest. Accommodation at an exquisite wellness hotel can also be included in this offering, as well as VIP tours of sights and special locations along the chosen route.

And for guests interested in the cutting edge of environmentally-friendly technologies, a third package offers the chance to experience the leading vehicles in emission-free motoring; the Tesla S and Tesla P85D. These cars are not only technologically-advanced, but with an acceleration of 0 to 100 km/h in just three seconds (faster than Porsche or Lamborghini), they are sure to meet the demands of even the most ardent petrol-head!



### **Luxury on a Mediterranean Island**

Sophisticated and stylish, the Park Hyatt Mallorca opens its doors this summer, on the fabulous Spanish Mediterranean island of Mallorca. Designed in the style of a Mallorcan village, the resort offers a selection of meeting and event spaces inspired by the comforts and qualities associated with luxurious residential designs.

Each of the resort's meeting spaces surrounds a beautiful Mallorquin courtyard, perfect for coffee breaks and social drinks at the end of the day. In addition, an amazing 225m<sup>2</sup> ballroom is located in a separate building, complete with hi-tech audiovisual capabilities and a flexible lighting system. It's a magical venue for social occasions to large events and product launches. The ballroom also offers an extensive terrace overlooking the Canyamel Valley.

Park Hyatt Mallorca offers a unique reflection of the culture of Mallorca, as well as a place of escapism. Guests staying at Park Hyatt Mallorca and hosting meetings here can immerse themselves in another world, enjoying the ultimate Mediterranean luxury experience. Alongside two pools, a wellness and spa centre and restaurants, the hotel offers 126 spacious and luxuriously appointed guest rooms, and 16 unique suites.

## **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. Contact TAO for more details of how to incorporate these events into your MICE planning.



### **Salzburger Festspiele (Salzburg International Festival) – 22nd July to 31st August 2016**

The Salzburger Festspiele is a once-in-a-lifetime must for all fans of classical music and culture. Every year, for six weeks in summer, Mozart's hometown transforms into a lively hub of music, theatre and art. Often described as the greatest and most important festival of its kind in the world, the festival's reputation is confirmed year-on-year by the the number of world-class performances it offers and the number of annual visitors who return for its wide-ranging programme.

### **La Tomatina, 31<sup>st</sup> August 2016**

Held annually since 1945 on the last Wednesday of August in Buñol, a small town in the Spanish province of Valencia, La Tomatina is one of Europe's craziest festivals. Every year, thousands of participants engage in a lively, playful tomato fight, throwing the ripe fruits at each other until everyone – and the town square – is covered in tomato juice. No-one seems to be clear on the origins of the festival, but everyone always has a fantastic time!

### **Notting Hill Carnival, 28<sup>th</sup> & 29<sup>th</sup> August 2016**

Billed as Britain's biggest street party; two days of processions, bands, dancing, music, food and drink in the heart of London. This event celebrates the multicultural glory of life in Britain's capital. Started by the city's British West Indian community in 1966, the Notting Hill Carnival regularly attracts over one million visitors, drawn to enjoy the incredible energy and dynamic of this unique event.

**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)**

Copyright © 2015 TAO European Incoming GmbH, All rights reserved.

As a friend of TAO European Incoming you are receiving this monthly newsletter

Our mailing address is:

TAO European Incoming GmbH

Meyerbeerstraße, München, Deutschland

Nr 12

München 81247

Germany

[Add us to your address book](#)

[unsubscribe from this list](#) [update subscription preferences](#)

