

TAO 欧洲之路。 *European Incoming.*

Newsletter August 2015

Dear Friends and Partners of TAO European Incoming,

After our short summer break, welcome back to TAO European Incoming's newsletter, this time for August. The summer has been busy for TAO with a major event series taking place in Zurich, Switzerland, for the HNA Group – one of China's largest conglomerates. We've also been on the lookout for new activities and locations, to help you bring the best of Europe to your clients and guests.

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

News from TAO:



TAO and HNA Group bring Chinese Culture to Switzerland

The HNA Group is one of China's most prominent and financially powerful conglomerates; a global Fortune 500 player. TAO recently had the honour of organizing and managing a series of events and meetings for the group in Zurich, Switzerland, which culminated with a "Sino-Western Culture Convergence Forum" at the prestigious Dolder Grand Hotel. The event was part of the HNA Group's commitment to furthering a global understanding and appreciation of Chinese culture, and was attended by some of the world's leading academic experts on neo-Confucianism and western sinology.

As part of a series of events and projects for the HNA Group in Zurich, TAO also organized the group's mid-year Board Meeting, a high-profile signing ceremony between HNA and PAI Partners for the acquisition of the Swissport Group, and two gala evening events, to welcome and say goodbye to HNA team members and business partners in Zurich. All in all, the various HNA events and meetings in Zurich were attended by some 200 attendees.

Activities & Locations:



Dinner at the Peak of Perfection!

The “Zugspitze” is Germany’s highest mountain, and one of Europe’s most pristine natural locations. TAO offers our clients an exclusive experience at the very peak of this iconic mountain, incorporating a fascinating journey by train and cable car to a height of nearly 3000m above sea level. High above the clouds, guests will enjoy a champagne reception and an exquisite five-course dinner at the Panorama 2962 restaurant. Alongside exceptional views across Bavaria and Austria, and the freshest of Alpine air, the experience will also include the illumination of the mountain’s summit with a company logo or other corporate design. This impressive activity is ideal for groups of 80 to 120 people.



Mind your Manners

In Germany, the name “Knigge” stands for all that is elegant and cultured in

German society. In 1788, the aristocrat, Freiherr Adolph Franz Friedrich Ludwig Knigge, completed his book “On Human Relations”, which in Germany is still today considered to be the authoritative guide on behaviour, politeness and social etiquette.

Today, the head of the Knigge family, Moritz Freiherr Knigge, continues the traditions of his noble forefathers, and is a leading expert on correct social form and manners. TAO offers three informative and insightful seminar packages for its clients in conjunction with Moritz Freiherr Knigge, under the name “Welcome to Deutschland“. The three packages “Basic“, “Business“ and “Exklusive“ arm their participants with the unspoken rules and norms of polite German society, and allow foreign visitors a fast route to the hearts and minds of their German business partners, friends and colleagues.



Opened in July: The Gainsborough Bath Spa, UK

The ancient city of Bath in England is one of the country’s loveliest. Alongside its wonderful Georgian architecture from the 1700’s, and its mild climate, the city is also located on one of Britain’s most famous thermal springs – one of the reasons which made the ancient Romans settle here. In 1987, the city was named a UNESCO World Heritage site.

Originally built in the 1800s, The Gainsborough Bath Spa hotel has just opened its doors this July, having been created from two historical buildings in the very heart of Bath. Named after the English artist, Sir Thomas Gainsborough, the hotel is centred around Spa Village Bath and, uniquely in the UK, has the exclusive privilege of having access to the city’s natural thermal, mineral-rich waters, known for their health-giving and healing properties.

The hotel offers various conference and banqueting facilities, with two different event areas (The Chapel and The Somerset Room) and additional breakout rooms available, for up to 96 people. Each has a setting for panel discussions or presentations, and a head table or lectern with audio visual technology.

The Gainsborough Bath Spa, just two hours from London, is ideal for exclusive corporate retreats, meetings and launches, where luxury, exclusivity and tradition are required. Please contact TAO for more unique and unusual location ideas!

MICE & Travel News:



EXPO 2015 Celebrates 10 Million Visitors

Three months after the opening of the EXPO 2015 in Milan, the organizers of the event announced in August that the magical 10 million mark had been broken. Halfway through the six-month period of the EXPO, 10.1 million guests have been registered, of which around 2.8 million visited the world exhibition in July.

The organizers of EXPO 2015 will be pleased with the results so far, having set a target of 20 million visitors. Even the Italian Prime Minister, Matteo Renzi, has declared the EXPO 2015 to be a success, also at a diplomatic and political level. To date, some 40 heads of state have already experienced the fair for themselves.

145 countries are taking part in EXPO 2015; a unique, global event addressing some of the world's most pressing issues of sustainability and nutrition. TAO offers a spectrum of VIP packages for the event, combining the best of EXPO with exclusive European travel. Please contact us for more details!

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:
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TAO European Incoming GmbH
Meyerbeerstraße, München, Deutschland
Nr 12
München 81247
Germany

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