
TAO 欧洲之路。 *European Incoming.*

Newsletter September 2014

NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to the September edition of the TAO European Incoming newsletter. This month, TAO has some great news about our official ADS status. We also introduce you to Gustavo Pancaldi, TAO's partner in Italy, catch up on developments at EXPO 2015 and take a luxurious trip along Berlin's River Spree...

As always, if there is anything in our newsletter you would like to know more about, please contact us. We look forward to hearing from you!

News from TAO:



It's Official!

TAO European Incoming is delighted to announce that the company is now officially included in the list of ADS accredited travel suppliers, as administered by the China National Tourism Authority (CNTA). TAO has

been included as a “Full Service Agency” for all European destinations, and is now permitted by the CNTA to issue visa confirmation letters for Chinese clients directly.

This latest step allows TAO to help its clients manage their European travel visas faster and more efficiently, and gives TAO full ADS accredited status.

The TAO Network: Our Expert in Italy



In each newsletter, TAO introduces you to a member of our partner network. This month we meet Gustavo Pancaldi, TAO’s partner in Italy. Italy is a country of history, nature, fashion and luxury and is one of Europe’s most popular destinations for Chinese visitors. From world-famous luxury brands in Milan to the breathtaking coastlines of Amalfi and the rural lifestyle of the south, Italy has it all!

- Gustavo, what makes Italy a great MICE destination for Chinese clients?
- Italy offers a perfect blend of art, food and fashion, combined with fantastic MICE facilities. We have thousands of conference centres in hotels up and down the country, and hundreds of luxurious five-star properties, often in grand, historical buildings. Italy offers exclusive villas, castles and vineyards, Lamborghini and Ferrari, luxury yachts and exclusive boutiques. And in 2015, of course, the EXPO!
- Which are the essential Italian experiences for MICE guests from China?

- Now that's a hard question... Where to start? We could begin with Italy's artistic heritage, architecture, music and cultural traditions. Wine and food are intimately linked to the "Italian Experience", with each different region proud of its own typical local dishes. Italy is also a leader in fashion design, and fashion has always been an important part of the country's cultural life, so that is an element that every visitor should enjoy. The main cities for shopping - Rome, Milan, Venice and Florence – offer some of the most prestigious designers and manufacturers in the world.
- Can you tell us about some of your most recent projects with Chinese guests?
- We've recently had quite a number of events for groups from China. I'm delighted that the interest seems to be growing. We've carried out an event for the Huafa Mall in Milan, with around 180 guests a few months back, and just this summer, we managed a VIP event for Lenovo in the same city with around 150 invited participants. I'm also delighted that we'll be arranging a tour through Italy in November for a group of 80 MICE travellers. And we're looking forward to welcoming many more Chinese MICE guests during the EXPO 2015 in Milan!
- Why are you part of the TAO network?
- We see that for many Chinese clients, Europe is one destination that they would like a simple solution for. With TAO, we want to be able to serve that demand and ensure, with our partners, perfect MICE projects without the issues of different borders, languages or currencies.

Activities & Locations:



Berlin by Boat!

Berlin is a city which offers a huge range of experiences and opportunities for MICE events, but what about seeing the city from the water? The River Spree runs through the heart of the German capital, and the “Abion Yacht Aida” offers exclusive, corporate groups of up to 20 people, the chance to see Berlin from a different perspective. From cocktail cruises at sunset to all-day seminars or board meetings, the “Abion Yacht Aida” is one of Berlin’s most unusual – and private – MICE locations. Originally built from the finest mahogany and pine for Swedish royalty in the 1930’s, the yacht now offers an exquisite, elegant setting for small high-end hospitality, incentive and meeting events. Please contact us for more details!

MICE & Travel News:



Construction begins at China’s EXPO 2015 Pavilion

Building began this month on China’s pavilion at the EXPO 2015 in Milan, with a ceremony to inaugurate China’s 4,590m² site at the exhibition grounds, attended by high dignitaries from China and Italy.

China's presence at the EXPO will consist of three interconnected buildings; the China Pavilion; the pavilion of the property developer, Vanke, and the China Corporate United Pavilion, making China the second largest exhibitor at the EXPO, with only Germany covering more space.

The design and concept of all the Chinese spaces at EXPO will be linked to the fair's overall theme of "Feeding the Planet – Energy for Life". The China Corporate United Pavilion, for example, bears the name "Seeds of China", drawing on the entrepreneurial spirit of the country, its heritage, perseverance and innovation. The China Pavilion is called "Land of Hope", and is based on the notion hope through harmony between nature and the city. Designed as a cloud hovering over a "field of hope", the building creates a sheltered public space beneath a floating roof, where the pavilion's cultural and exhibition programmes will take place.

TAO is an official reseller for EXPO 2015, and already offers a wide range of special EXPO packages, including VIP services and special access to various areas of the fair. Please contact us to find out more, and ensure that you're not too late in securing the best deals for your clients.

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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