

TAO 欧洲之路。 *European Incoming.*

Newsletter September 2016

Dear Friends and Partners of TAO European Incoming,

Welcome to the September edition of the TAO Newsletter. This month we update you on TAO's latest event at the SMM in Hamburg, take a peek at a fantastic country estate location in France and also update you on festivals and events to look out for in Europe in the coming months.

If you'd like more details about any of the ideas or topics in this edition of our newsletter, please don't hesitate to get in touch!

News from TAO:



TAO Creates Maritime Memories

This September saw over 2000 exhibitors and more than 50000 visitors come to Hamburg, Germany for the SMM; the most important trade exhibition for the maritime industry.

During the SMM, TAO had the pleasure of arranging and managing a celebratory cocktail event for the Chinese shipbuilding company, Jinhai Heavy Industry; a subsidiary company of the HNA Group. The event took place at the Fairmont Hotel Vier Jahreszeiten. The hotel is located directly on the famous Alster lake in the heart of Hamburg, and is considered one of the city's best luxury properties.

The event kicked off with a signing ceremony between Jinhai Heavy Industry and the German shipping company, HS Schiffahrt, before the evening took on a networking character, with entertainment provided by a live jazz band.

Over 90 guests from the global maritime and shipping industry attended the evening, including the Chinese Consul General for Hamburg, Mr. Congbin Sun.

On behalf of Jinhai Heavy Industry, TAO handled all elements of the preparation and execution of the event, including the production of branded materials, guest handling, entertainment management, camera team and on-site management.



At the IFA in Berlin with Travel Golf & Leisure Services and Lenovo

The IFA is the world's leading trade show for consumer electronics and home appliances, taking place each September in Berlin. At this year's edition of the show, in conjunction with the agency Travel Golf & Leisure Services from Singapore, TAO was charged with supporting a group of international media, invited to the event by Lenovo.

TAO was given the task of providing hospitality services to the group of 26 international journalists, from countries including the UK, France and Australia. The project included logistics, such as airport pick-ups and trade fair transfers, as well as guest management and give-aways.

Alongside the opportunity to support a well-known brand like Lenovo, TAO was delighted to cooperate with Travel Golf & Leisure Services, and so expand its partner network to Singapore.

Activities & Locations:



Domaine des Etangs – Your Own Estate in France

Opened this summer after a major renovation, the stately *Domaine des Etangs* is the largest 5-star resort in mainland France in terms of area. The property covers over 1000 hectares of protected natural surroundings, in the Perigord-Limousin area of south-western France, yet offers just 17 exquisite suites to its select guests. The resort is a member of the prestigious hotel brand “Small Luxury Hotels of the World”.

Centred around a fully renovated 11th century *château*, the resort boasts a collection of contemporary art, landscaped gardens, six farmhouse cottages, a longère-house with four guestrooms, a vegetable garden, Gallo-Roman baths, two swimming pools, a floating tennis court and a Michelin star gourmet restaurant.

At the heart of the *Domaine*, surrounded by meadows and ponds, “Octave” is the name of the main venue for events. This rustic, charming space is constructed from ancient stones and wooden beams. Flooded with natural light, this room of 200m² can cater for up to 150 guests.

The *Domaine* is also the perfect location for board meetings, creative retreats and high-end incentives, taking in the nearby pleasures of Cognac and Bordeaux. This is a place that will make the hearts of fine wine lovers and gourmets beat faster!

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.

Traditional Christmas Markets, November 2016

Throughout Europe, Christmas is the biggest festival of the year, and in Germany and Austria in particular, the run-up to the Christmas period is marked by the start of the traditional Christmas markets. These are places to soak up the holiday atmosphere, buy presents and try out delicious seasonal specialities or a hot mug of mulled wine.

Vienna's Christmas market is one of the first to open, welcoming guests from 12th November. Munich's markets open later on 25th November, the same day as the

famous “Christkindlesmarkt” in Nuremberg.

All the major Christmas markets are open until 24th December, so contact TAO to see how you can include this unique and fun experience into your next European MICE project.

Fête des Lumières - Lyon, 8th – 11th December 2016

The winter “Fête des Lumières” in Lyon is one of the French city’s most exciting cultural experiences. The festival of lights fills the city’s streets with dazzling displays and generates a real sense of fun and excitement throughout Lyon’s different districts.

Lyon’s light celebrations began as a religious tradition in 1852, when the city’s citizens lit candles in their windows to mark the inauguration of a Virgin Mary statue at the city’s hilltop Basilica.

Now the festival of light is a hi-tech spectacle, created by designers from all kinds of creative backgrounds. These experts now use modern technology to create breathtaking city and nightclub lighting, video installations and multimedia shows. Each of the four nights of the Fête des Lumières features a different theme, changing colour schemes and an extraordinary atmosphere.

London to Brighton Veteran Car Run, 6th November 2016

The world’s longest running motoring event, this year the annual London to Brighton Veteran Car Run celebrates its 120th anniversary. Over 400 pre-1905 automobiles – including some of the world’s rarest and most costly vintage cars – will make their gentle way from Hyde Park in London to the seafront at Brighton; a distance of some 60 miles.

The event is a must for every serious lover of cars and motoring history, and celebrates not only the glamour and designs of the past, but also the spirit of adventure and bravery of motoring’s pioneers.

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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