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TAO 欧洲之路。
European Incoming.

Newsletter October 2013

NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to the October edition of our newsletter. This month we introduce you to your new **TAO contact partner in Beijing, Alicia Yao** of IME Consulting, and we take a trip to the fjords of Norway with **our expert in Oslo, Karina Fuerst**. We'll also be looking at a fantastic new hotel in **Vienna**, as well as updating you on TAO's latest **fam trips and presentations** in Barcelona and Las Vegas.

We hope you enjoy this October edition of the newsletter. If you have any ideas or suggestions for themes and stories you'd like to see in the future, please let us know!

Happy reading!

News from TAO:

Introducing Alicia Yao: Your Contact for TAO in China!



TAO is delighted to introduce you to a member of the TAO European Incoming team, who many of you may already know! Since September this year, TAO European Incoming is represented in China by Alicia Yao, Managing Director of IME Consulting Co, Ltd.

With over 30 years of experience in international MICE business, Alicia is one of China's leading MICE experts. Before founding her own company, Alicia was Vice President at CITS International M.I.C.E, where she strongly influenced the development of MICE travel in China – both inbound and outbound.

As one would expect of a MICE professional with so much experience, Alicia enjoys an exceptional network of contacts throughout the MICE world. She is a member of MPI, PCMA and ICCA, is Vice Chairman of Site's China Chapter.

Alicia supports TAO in China with consultancy, marketing and business development. Please contact Alicia with your queries and requests regarding TAO at: alicia.yao@ime-consulting.com.cn or on +86 10 8532 5338 / 6638

From Las Vegas to Barcelona...



The TAO team is always delighted to help our Chinese partners discover more about Europe, and it's always a pleasure for us to meet you personally! TAO's Managing Director, Thorsten Wilhelm, was recently able to do both at a hosted lunch held for Chinese buyers at the IMEX Las Vegas.

Twenty-five MICE buyers were introduced to TAO's latest packages and MICE concepts, including new developments regarding packages for the Expo 2015, to be held in Milan. This was followed by a delicious Italian meal, held in the exclusive surroundings of the "Dal Toro" restaurant, part of the famous "The Venetian" hotel. The restaurant, with its incredible collection of Lamborghinis and Ferraris, is an absolutely unique venue in Las Vegas.

And after the IMEX comes the EIBTM in Barcelona, where TAO is looking forward to welcoming 14 Chinese buyers on a fam trip to the "Best of Bavaria"! From 21st to 24th November, following the trade fair, TAO will present the group with a whistle-stop tour of Southern German highlights, including Munich, Augsburg and Tegernsee. The group will enjoy some of Bavaria's top locations, hotels, MICE locations and cultural experiences, combined with TAO's outstanding service and guidance.

If you are interested in experiencing what TAO has to offer,

**please let us know, or contact Alicia Yao Hong, at:
alicia.yao@ime-consulting.com.cn**

The TAO Network: Our Expert in Norway



This Way to Norway!

In each newsletter, TAO introduces you to one of our partners in Europe. This time, we travel to Norway, with its fjords, pristine nature and Nordic flair, to visit TAO's partner, Karina Fuerst.

Karina, why should MICE buyers in China consider Norway as a destination?

Norway is a country, which cannot be compared with any other in Europe. We have fjords as in New Zealand and Chile, snow white beaches and crystal clear water. The capital, Oslo, is located directly on the coast and is just 15 minutes from the forest. Norway is the richest country in the world, but has a completely natural lifestyle where people are still connected to nature.

What makes your company special? Why is your approach to MICE unique?

There's a word in the Norwegian language, *ildsjel*, which literally means "fire soul". It is used to describe a person who is passionate and lives their dream. All our programmes are based on local "fire souls"; interacting with them to discover and experience the country, generating unforgettable memories.

One of our most unusual projects was when we placed 40 couples into local private families and based everything we did on the local culture. A whole village got involved! We've also organised dogsled expeditions to see the Northern Lights, sleeping in a camp in the middle of the wilderness. We have whale watching, an ice hotel, reindeer herding or glacier walks. Norway is a land of adventure and wide open spaces, and we try to bring that into our concepts.

Why have you decided to be part of the TAO network?

TAO offers quality and a different way of thinking about MICE. We find the Chinese market fascinating, but we believe that only a European network can meet the market's needs. That's why we're very happy to be a part of the TAO family!

Venues & Locations:



Viennese Style – The Guesthouse Vienna

Vienna is always a fascinating city, but its latest, brand new boutique hotel, The Guesthouse Vienna, has just given travelers another reason to visit the Austrian capital. The hotel opened its doors on 1st October this year, and is already attracting excellent reviews.

An unusual accommodation option for small, exclusive groups, The Guesthouse Vienna is located in the city's historic centre, just behind the opera house. The hotel's 39 suites and rooms all offer fantastic views of the city, as well as interiors by the well-known British designer, Sir Terence Conran and Conran & Partners. Attention to detail is key at the property: Rooms feature amenities including Bang & Olufsen flatscreen TVs and wine coolers, while the bathrooms include rain-fall showers, hand-made soaps and Molton Brown toiletries.

The Guesthouse's own bakery and brasserie is located in the hotel's ground floor, and offers a wonderful mix of great food and Viennese flair. The bar is ideal for small cocktail receptions and informal gatherings.

MICE & Travel News:



UK to Simplify Visa Process

During a recent government trade trip to China, the UK's chancellor, George Osborne, announced a change in the visa process for Chinese visitors to the UK. According to the changes indicated in a speech and in press interviews with Mr. Osborne, Chinese nationals visiting the EU will not need to submit separate UK visa applications if they book with selected travel agents.

Adam Marshall, Director of Policy at the British Chambers of Commerce, said to the BBC:

"For too long, Britain has courted Chinese investment and tourism without facilitating the entry of Chinese visitors with the same vigour. A responsive visa system is crucial to demonstrating that the UK is open to trade and investment," he added.

The mobile visa data collection scheme, operating in Beijing and Shanghai, will be expanded as part of the changes indicated by the UK government. A 24-hour "super priority" visa service will also be available from summer 2014. According to the UK government's statistics, 210,000 UK visas were issued to Chinese travellers in 2012.

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 18 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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