

TAO 欧洲之路。 *European Incoming.*

Newsletter October 2015

Dear Friends and Partners of TAO European Incoming,

Welcome to the October edition of TAO European Incoming's newsletter. This month our journey takes us to the latest event highlights from TAO in Germany and Norway. We also visit a fascinating new event location in Berlin, take a helicopter flight across the Alps, look forward to football in France, before meeting again in Barcelona!

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

News from TAO:



TAO European Incoming joins German Convention Bureau

The German Convention Bureau (GCB) is the most influential and established professional association within Germany's MICE industry. The organization helps to market Germany as an international MICE location, and also lobbies on behalf of German MICE providers. The GCB has recently increased its activity in the Chinese market, opening an office in Beijing.

In October, TAO became a full member of the GCB, underscoring the company's position as a leader in European MICE services for the Chinese market. TAO's Managing Director, Thorsten Wilhelm, commented on the membership:

“We're very sure that membership of the GCB will help us to provide even better

service to our Chinese clients. Through our connection to the organisation, we will be able to access market data and industry studies, but we will also be able to enjoy greater access to local convention offices through the GCB's tight network. This will, in turn, generate real benefits for our clients in the planning and execution of all kinds of events in Germany."



TAO Event Highlights in Norway and Germany

September and October saw TAO handle two prestigious events for some high profile Chinese clients:

Norway

Bergen, Norway, was the location for a very special gala night for Medtronic; the second event TAO has managed for this client together with its Chinese partner, CYTS Linkage. The gala is an annual event where Medtronic's CEO and around 130 guests from Medtronic China celebrate company milestones for that year. The dinner was accompanied by typically Norwegian performances including a Viking show, a traditional Norwegian violin concert and motivational speeches from the CEO.



China Entrepreneur Club
中国企业家俱乐部
商以载道 道生和谐



Germany

In October, and for the second time this year, TAO completed an event in conjunction with TUI for BMW china. The project supported a high level delegation from the China Entrepreneur Club (CEC). The China Entrepreneur Club (CEC) is a Chinese non-profit organization headquartered in Beijing. Club membership consists of 47 of the most influential business leaders in China, as well as eight academic and diplomatic advisors. The organization and members are committed

to nurturing Chinese entrepreneurship and business integrity.

The members of the club make annual visits to different cities around the world, to build relationships with international entrepreneurs and trendsetters. This year the group came to Germany and Italy, where TAO was honoured to assist in the German section of the programme. The group's agenda in Germany included a meeting with the Finance Minister of Germany, the Chinese Ambassador in Berlin, SAP, and many high calibre representatives from the world of business. TAO was assigned by TUI China and BMW China to provide logistical support to the CEC entourage. A BMW workshop organized by TUI with BMW China was also supported by TAO.

Activities & Locations:



The Charm of the Twenties in Berlin – Bolle Festsäle

Between the famous Berlin landmarks of Alexanderplatz and Kurfürstendamm lies the historical “Bolle Meierei”; once one of Berlin’s largest producers of milk and dairy produce, dating back to 1882. The grand, industrial buildings of the complex have recently been renovated and remodeled to provide one of the German capital’s most fascinating event locations. The new “Bolle Festsäle” complex welcomed its first MICE clients this summer.

Exuding the industrial charm of the Twenties, the location offers 3000m² of space, with eight-metre-high ceilings, and state-of-the-art audio-visual and lighting technology. The location is extremely flexible, and also offers a special highlight with a new roof terrace above the remarkable main building.

The “Bolle Festsäle” is ideal for all kinds of product presentations, public events, exhibitions, conferences and trade fairs. Up to 1,500 guests can be catered for at once, allowing for a very grand Gala Dinner! Please contact TAO for more details or ideas.



By Helicopter over Germany's Highest Mountain

In conjunction with a local partner, TAO is now able to provide its guests with a unique view of the beautiful Bavarian Alps, and Germany's highest mountain in particular, the "Zugspitze".

This unforgettable experience can be booked as a 90-minute flight, starting in Munich, for up to five passengers, with an individual route discussed in advance with the pilot. The landing spot is close to the famous royal castle, Schloss Neuschwanstein, allowing guests to continue their luxurious Bavarian adventure.

Alternatively, a 70-minute flight can be booked from Ottobrunn, just to the south of Munich, flying across Lake Starnberg, past the Alpine castles in Füssen, and on towards the Zugspitze mountain, Garmisch-Partenkirchen and Lake Tegernsee, before returning to Ottobrunn.

All flights are piloted by two experienced, trained and tested pilots. A single-motor AS 350 or a twin-motor A 109 VIP helicopter are available. Please contact us for more details.

MICE & Travel News:



ibtm[®] world
barcelona, spain
17 - 19 november 2015

Meet us at IBTM World 2016

In just a few weeks, the latest edition of the IBTM World (formerly EIBTM) will take

place in Barcelona, Spain. From 17th to 19th November, the international MICE industry will get together in the capital of Catalonia to meet, discuss and do business.

The team from TAO European Incoming will be there too, so if you haven't already contacted us for a meeting, there's still time! To arrange an appointment with TAO, please send us an email to: contact@tao-incoming.com



Europe goes Football Crazy in 2016!

With EXPO 2015 now behind us, in 2016 there's another reason for Chinese MICE buyers to think about Europe in their planning: UEFA Euro 2016.

From 10th June until 10th July 2016, one of the world's most celebrated international football tournaments will take place in France – the third time that the country has hosted the event. Yet next year marks a new stage in the tournament's development. With 24 national teams taking part, UEFA Euro 2016 will be the biggest edition of the event ever, being staged at ten different locations around France. From Lille in the north, to Nice in the south, five of the competition stadiums have been completely modernized for the event, while four have been newly constructed.

TAO offers various hospitality and incentive packages, as well as complete MICE concepts around UEFA Euro 2016, including pan-European travel. For further details, please contact the TAO team.

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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