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TAO 欧洲之路。
European Incoming.

Newsletter November 2013

NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to the November edition of our newsletter. This month TAO brings **business in Berlin** a little closer to the Pearl River Delta, and we take you to a brand new luxury property in **Davos** in the **Swiss Alps**. There's also an insight into Europe's "Green Island", **Ireland**, with TAO's Irish partner, **Brian Murray**, and we go **from Barcelona to Bavaria** with our post **EIBTM** fam trip for 15 MICE buyers from across China.

We hope you enjoy this November edition of the newsletter. Happy reading!

News from TAO:

TAO brings German business closer to China... in Berlin!



Victoria Tang, Associate Director-General of Invest Hong Kong, speaks in Berlin

On 5th November, over 200 managers, investors and media representatives from in and around Berlin gathered together at the Berlin Hilton, to learn about opportunities for business in Hong Kong, the province Guangdong and in Macau. The half-day event, combining presentations, key-note speakers, practical advice on business support in the Pearl River Delta, as well as high-level networking, was organized and managed by TAO European Incoming.

Under the heading “Hong Kong, Guangdong and Macau: Your Business Partners in China”, the event set out to attract and inform key businesses from in and around Germany’s capital city. Victoria Tang, a member of the Hong Kong government and Associate Director-General of Invest Hong Kong represented her region, while Chen Yueha, Deputy Director General of the Department of Foreign Trade and Economic Cooperation, spoke for Guangdong Province. Thomas Ng, Head of Investor Service Department, Macao Trade and Investment Promotion Institute, was present for Macao. Feedback following the event was excellent, with regional representative and participants from Berlin all praising the constructive forum and commercial discussions which the event provided.

The TAO Network: Our Expert in Ireland



Brian Murray

Ireland is full of traditions, including Gaelic sports such as "hurling".

In each newsletter, TAO introduces you to a member of our partner network. This time, we travel to Ireland, a land of rolling green landscapes, wild coastlines and ancient traditions, to visit TAO's partner, Brian Murray.

What do you think makes Ireland so special for MICE planners from China?

Ireland offers an amazing natural backdrop for MICE projects and a wide range of fantastic, historical locations such as castles and stately homes. Our destination is also easy to get to from any other part of Europe, and blends quality and luxury with great value for money. Furthermore, Ireland has a large Chinese community, which means there's authentic Chinese food available throughout the country. And Ireland is an amazing place to shop: The Irish love a good bargain, just as much as our Chinese guests do!

What are your top three tips for MICE visitors to Ireland?

My first tip would be "Trust TAO"! We're really the experts, and can make sure that you get the most from your budget. Secondly, "Small is Beautiful". Ireland might be a small destination, but we offer a massive range of MICE opportunities. And thirdly, "Go West". I would encourage everyone who comes to Ireland to get out of Dublin and visit the breathtaking Atlantic coast. It's an experience which leaves memories for a lifetime.

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

We love the idea of the “TAO family” getting the message out in China. All of the TAO network members have their own destinations and areas of expertise, but together we can create not only more awareness in the huge Chinese market, but can also generate extra value and unique products for our Chinese clients. We’re very happy to be a part of the family.

Venues & Locations:

Divine Davos... The new InterContinental Davos Opening in December.



InterContinental Davos

Davos is a classic Swiss Alpine destination, with a long history of discerning, luxury tourism. While five-star hotels are not exactly hard to find in this affluent town, which hosts the annual World Economic Forum, the eye-catching new InterContinental Davos, due to open its doors next month, has already started to attract a following among the travel cognoscenti.

Set in a pristine mountainside landscape, 1600 meters above sea level, the hotel's 216 luxurious, spacious rooms, with their modern alpine feel and high-tech amenities, create an atmosphere of quiet elegance, privacy and exclusivity. Aside from amazing views of the Graubünden mountains, the hotel

also offers a full facility conference area with nine meeting rooms, world-class dining and lounging in three restaurants and two bars, as well as the InterContinental Alpine SPA: Pure relaxation and wellness covering 1200m² with indoor and outdoor pools, sauna, steam-room, 14 treatment suites, state-of-the-art gym and a dedicated SPA team.

MICE & Travel News:

TAO at EIBTM – From Barcelona to the Best of Bavaria!



Visit to BMW Welt in Munich

The EIBTM in Barcelona, one of the world's most important MICE trade fairs, took place from 19th to 21st November. A record number of MICE buyers from China attended this year's exhibition, where TAO European Incoming was proudly represented by Managing Director, Thorsten Wilhelm, and Sales Director, Oliver Jamitzky. Following the fair, TAO hosted a very special fam trip for 15 MICE buyers from across China, including participants from leading outbound agencies, the financial and medical sectors, introducing them to TAO's "Best of Bavaria".

The three-night fam took in the Bavarian capital, Munich, the renaissance city of Augsburg and the alpine grandeur of Lake Tegernsee, and included a wide range of activities, sightseeing, hotel and location tours, and plenty of Bavarian food and drink! Highlights for the group included a private brewery tour, a visit

to the fascinating “BMW Welt”, an authentic (and very fun!) Alpine Evening in a mountain chalet and the first-class hotels which hosted the group, including the “Sofitel Bayerpost” and “Bayerischer Hof” in Munich, the “Dorint Am Kongresshalle” and “Drei Mohren” in Augsburg, and the “Seehotel Überfahrt” in Tegernsee.

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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