

# TAO 欧洲之路。 European Incoming.

Newsletter November 2015

Dear Friends and Partners of TAO European Incoming,

Welcome to the November edition of the TAO European Incoming newsletter. This month we start with some great news about a new partnership with the world's leading trade fair for construction machinery, as well as a fascinating MICE concept for all those of you looking for truly local European experiences. We also update you on our post IBTM World fam trip to Bavaria and Switzerland, and introduce a new hotel in the fashion city of Milan.

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

## News from TAO:



31st Edition of the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment

### TAO Official Partner of Bauma 2016 in Munich

TAO European Incoming is delighted to inform our friends and partners that TAO has been granted partner status by Bauma 2016, the world's leading trade fair for construction machinery, building material machines, mining machines, construction vehicles and construction equipment.

Working with the agency MMI in Shanghai and Bauma in Munich, TAO is now uniquely placed to provide Chinese visitors and exhibitors at the trade fair with the MICE services they need to make the most of their time in Munich. From expert meetings, gala dinners, incentive packages or VIP shuttles, to onsite services such as hostess management, on-stand entertainment, cocktail receptions or events, or even just catering support, TAO is on hand.

To find out more about TAO's Bauma packages and service portfolio, please send a mail to: [bauma@tao-incoming.com](mailto:bauma@tao-incoming.com)



### Post-IBTM World Fam Trip

This year's IBTM World recently took place in Barcelona from 17<sup>th</sup> to 19<sup>th</sup> November, attended by several members of the TAO team, including Managing Director, Thorsten Wilhelm, and Sales Director, Oliver Jamitzky. Following the trade fair, TAO whisked off a group of ten MICE partners from China for an intensive, informative tour of some of highlights of Bavaria and Switzerland.

The four-night trip kicked off in the Bavarian capital, Munich, with overnight stays at the luxurious "Kempinski Vier Jahreszeiten" and "The Charles" hotels, and visits to world-famous locations including the BMW Welt and the picturesque old quarter of the city. A private shopping experience at Cartier gave a taste of the exquisite level of service and style that TAO and Munich have to offer.

The tour continued on to Lake Constance, at the borders of Germany, Austria and Switzerland, where the group were able to experience the *MS Sonnenkönigin*; an exclusive charter ship, offering a spectacular floating location for events of up to 1000 participants.

Next stops were the delightful, historical towns of St. Gallen and Schaffhausen, where participants were given an inside view into the world of watchmaking at the IWC Museum, which showcases some of IWC's most legendary timepieces.

After a viewing of the grand castle, Schloss Laufen, and a boat trip to the breathtaking "Rheinfall" waterfalls, the trip finished up in Zurich. Here the group experienced the Swiss Alps, travelled on Europe's first mountain train to the peak of the Rigi mountain, and even had time for some last-minute shopping in the cosmopolitan heart of Zurich.

The feedback from the participants was excellent. Thorsten Wilhelm, Managing Director of TAO European Incoming, said: "On our fam trips, we always try to give our hosted buyers real insights into the destinations we take them to. We concentrate not on the typical tourist attractions, but much more on the event facilities, venues and incentive opportunities the destination offers. Our Chinese partners appreciate this approach, as it offers them concrete extra value for their

business".

If you would like to participate in one of TAO's European fam trips in the future, please register your interest with us by sending a mail to [contact@tao-incoming.com](mailto:contact@tao-incoming.com)

### **Activities & Locations:**



#### **Feel Like a Local: Rent a Village**

Participants at MICE events can sometimes feel like they have scarcely scratched the surface of the destination they are in. While the hotel room and conference centre might be great, what about a chance to experience local culture, traditions and actually make a connection with some local people? "Rent A Village" is a unique MICE concept which allows MICE planners to offer their guests all that, and leave a lasting impression on everyone involved.

This award-winning event concept offers individual solutions from 50 to over 1000 participants in traditional villages in Austria, Germany and Switzerland. Participants can stay with local hosts in authentic, cosy bed & breakfasts, mid-range or luxury hotels, mixing with friendly village residents from the first moment they arrive.

Your chosen village will be symbolically handed over by the village Mayor at a special ceremony, and will then take on your company's name and brand for the duration of the event. A "Village Reception" will be set up to act as a meeting and information point for all participants, while a tailor-made range of workshops, activities, training and team-building activities will ensure that your company's event goals are achieved.

For more details on this unusual but increasingly popular MICE concept, please contact TAO!



### **Check-in and Check it Out: Mandarin Oriental Milan**

Just opened this summer, the new Mandarin Oriental, Milan is housed in four re-developed 18<sup>th</sup>-Century buildings in the very centre of the city. The property's 73 elegant rooms and 31 spacious suites offer not just a taste of Milanese style, but are located just a few minutes' walk from the city's main shopping and business areas.

Guests can discover Italian fine dining at the hotel's restaurant, "Seta", run by the award-winning chef, Antonio Guida, or relax in two beautiful outdoor courtyards, which also offer al fresco dining. A 900 square-metre spa with six treatment rooms is also included in the hotel, as well as a fitness centre and an indoor swimming pool.

But this new addition to the Mandarin Oriental portfolio is also a great place to do business, and an ideal location for high-end incentives, board meetings or launch events for up to around 150 people. Flexible and luxurious, the hotel's two main function rooms are called the Oriental Room and Taipan Room. Located on the ground floor, they are equipped with state-of-the-art technology and can be divided into smaller sections with retractable walls. Filled with natural light, both rooms have large windows overlooking one of the hotel's courtyards or Via Monte di Pietà.

### **MICE & Travel News:**



## A New Hotel Giant: Marriott buys Starwood

The world's largest hotel group was created last week, through the purchase of Starwood Hotels & Resorts Worldwide by Marriott International for the reported sum of 12 billion dollars. The new joint company now holds over 5,500 hotels, with around 1.1 million rooms in more than 100 countries.

Starwood shareholders will receive 0.92 Marriott shares, as well as two US dollars in cash, for each of their shares. Through its purchase of Starwood, Marriott is expecting to profit from annual savings of around 200 million dollars.

The new group is now owner of some of the world's best known hotel brands, including St. Regis, Sheraton, Westin, W Hotels, Courtyard and Ritz-Carlton.

### 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**

Copyright © 2015 TAO European Incoming GmbH, All rights reserved.  
As a friend of TAO European Incoming you are receiving this monthly newsletter

Our mailing address is:  
TAO European Incoming GmbH  
Meyerbeerstraße, München, Deutschland  
Nr 12  
München 81247  
Germany

[Add us to your address book](#)  
[unsubscribe from this list](#) [update subscription preferences](#)

MailChimp