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TAO 欧洲之路。
European Incoming.

Newsletter December 2013

Dear Friends and Partners of TAO European Incoming,

Welcome to the December edition of our newsletter. This month our newsletter includes a new hotel highlight in **Berlin**, we talk with TAO's partner in **Greece**, Theodoros Katziotis, and there's even an award to celebrate! We also have an unusual activity idea for winter in **Switzerland**, for a taste of local traditions.

We hope you enjoy this edition of the TAO newsletter. Please share your feedback with us, and let us know what you would like to read about in future editions!

News from TAO:

Congratulations! TAO's Austrian Partner wins Prestigious MICE Award.



TAO's Austrian partner, Stefan Heissel and his agency, have recently been awarded the coveted "Austrian Event Award in Gold", one of the European MICE industry's most prestigious accolades. Not only that, but it's the third year running that Stefan and his team have received this high honour! This year, the prize was given in the category "Best Incentive".

"For us, this award is proof of our continued hard work and high standards. It's also a big motivation to continue creating the unique, special concepts which our clients have come to appreciate and expect from us", said Stefan Heissel. TAO sends its congratulations to the team in Salzburg!

The TAO Network: Our Expert in Greece



In each newsletter, TAO introduces you to a member of our partner network. This month we take you to Greece, where the blend of warm winter sun, sparkling blue ocean and a wealth of ancient culture make for a fascinating

MICE location. We asked TAO's partner in Greece, Theodoros Katziotis, a few questions about his country.

- Theodoros, what makes Greece a good MICE destination for Chinese clients?

Greece has a long tradition of hospitality and tourism, but I think that our Chinese guests also appreciate our deep cultural roots, and ancient history: Something which Greece and China share. A MICE trip to Greece offers a unique combination of modern travel, ancient traditions and a wealth of highly memorable locations - from pristine beaches, untouched islands and iconic mountains, to emotionally charged sites such as the birthplace of the Olympics.

- Which are some of your most memorable recent projects?

We recently organised a gala evening for 800 guests at a shipping industry exhibition in Athens. Our client wanted to launch their new logo and reaffirm the company's core values.

On the towering rocky background behind a lake, we projected a 3D animated video, using projection mapping. In Hollywood-blockbuster style, this five-minute film showed our client's ships virtually gliding across the waters of the lake. It culminated in the new logo bursting out of the rocks. The effect was jaw-dropping! It built such a buzz for our client, that the event became the talk of the exhibition.

- Why are you part of the TAO network?

Because we share the same values. Every guest is seen as a distinct personality and his satisfaction depends on our detailed, personalized organization, whereby we are also mindful of our guests' and clients'

cultures. TAO offers a one-stop solution for all European inbound MICE projects and provides that by mixing the interests of each client with the characteristics of each destination country, through expert partners.

Venues & Locations:

Das Stue – A New Star in the Heart of Berlin



Das Stue is a new luxury boutique hotel with 80 rooms and suites, housed in the former Royal Danish Embassy, in the centre of Berlin's diplomatic quarter. Originally constructed in the 1930s, the historic building combines classic design with touches of decadence and exclusivity.

Every room is an experience of its own. Some with high ceilings, balconies or terraces; many overlooking Berlin's Zoological Gardens, but all exceptionally quiet and equipped with a workspace, rainfall shower, interactive full-HD Apple entertainment system, extra large 55 inch wide-screen TVs and complimentary Wi-Fi and LAN.

The hotel's MICE options are as alluring as the hotel itself. From the grandeur of the "Bel Etage", the intimate Fine Dining Salon or an exclusive rental of whole hotel, the options are varied. Suited for a maximum of 50 people, the hotel's event space include an historic double staircase and a exquisite library – perfect for high-end incentives and workshops.

MICE & Travel News:

Swiss Winter Traditions



With its snow-covered Alps and hearty cuisine, Switzerland is an attractive MICE destination in winter, as well as summer. The Mövenpick Hotel in Egerkingen, close to Basel, not only offers 21 different meeting and event rooms, surrounded by pristine nature, but also provides a rather unusual activity package: Wood carving is an old Swiss custom, and in the hotel's "cow carving" workshop, MICE delegates are taught this handicraft from a Swiss master carver! The activity takes around two hours, and guests can take their work home with them, as a unique souvenir of their visit. Why not complete this taste of Swiss tradition with a rustic "Tavolata"? This typically Italian-Swiss form of buffet offers the chance to sample a wide range of delicious local specialities. Contact us for more details!

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.

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